

# Building Systems<sup>®</sup>

July/August 2003

Magazine

## Tactical Modular MAGIC

Build Homes Like This  
Faster, Stronger, Better

6 Stories of Success

PLUS

Modular Home  
Sales Soar 11%  
Dealer Cooks Up Book  
To Battle Cancer

How Much To Make Over  
A Model Home?



## IT'S HOMES LIKE OURS THAT ATTRACT BUILDERS LIKE YOU.

Genesis homes attract with more than good looks. Work with Genesis and benefit from our extensive services, profitable processes, faster cycle times and qualified leads. We have customers who want to live in Genesis homes and we need builders like you to put our homes on the market. Genesis will make it very easy, as our clean and efficient off-site construction process removes the headaches of building the traditional way. And because we design our homes to be the same as those built on-site, we can give your customers the custom-built feel, without the custom-built price. When you build with Genesis, your profit looks as good as our homes.

CALL TODAY — 1.877.241.1372  
OR VISIT [genesishomes.com](http://genesishomes.com)

  
**GENESIS®**  
HOMES

Build Better. Build Faster.

For more info, circle 100 on reader response card

©2006 Genesis Homes

# Building Systems Magazine

July/August 2003

Vol. 24, No. 4

## Special Sections

### 40 Modular Home

#### Callbook

To dial in your profit margin with cold, calculating precision, call these manufacturers today.

### 51 Log & Timber Frame

#### Callbook

Ever want to move to the country, live in elegant surroundings and make a handsome living working with wood? Make the dream a reality.

### 52 Panelized Home

#### Callbook

As systems go, it's flexible, fast and efficient. Better call today.

### 53 SIPs Callbook

SIPs save on labor costs. They also create one of the tightest and energy efficient envelopes on the planet. Contact these companies to get started.

## COVER STORY

### page 25

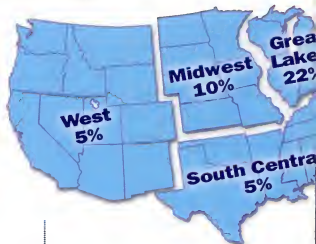
### Tactical Modular Magic

Discover how with the modular building system we are far closer to some of science fiction's work- and time-saving technologies than ever before. Six stories of success profile the strength, precision and efficiency of this system and how it gives builders a tactical advantage in the marketplace that is nearly magical.

Photo courtesy of Cougar Building Systems.

## Modular Home Sales Soar 11%

This building system grabs more market share in nearly every region, thanks to improved designs and growing consumer awareness of its quality. Page 21.



## Departments

### 4 Editor's Note

### 6 Washington Briefs

### 6-7 Free Subscription Card

### 8 Industry Briefs

### 10 Log & Timber Frame Briefs

### 12 Modular Briefs

### 14 Panel Briefs

### 16 SIP Briefs

### 17 Selling

### 20 Advertising & PR

### 21 Forecast & Trends

### 50 Builders' Software

### 53 Conventions & Seminars

### 54-55 Reader Response Card

### 55 Marketplace

### 58 New Products

### 62 Ad Index

## On the Cover

Build beautiful homes like this one in half the time it would take you to site build. This home, designed by Suburban Home Sales and called the Woodlands, was set in a golf course community in Long Neck, Delaware. Built by Crest Homes, it features an unusual origami-like interior ceiling treatment, among other upscale amenities.

**BUILDING SYSTEMS MAGAZINE®** is read by builders, real estate agents and developers using or considering using building systems in construction. It also serves members of the building systems industry, including modular, log, panel, pre-cut, timber frame and pre-engineered model-code complying homes. *Building Systems Magazine* also serves manufacturers of component homes, their builder/distributor networks and site builders interested in increasing profits and sales through systems building.



**MODULAR**  
BUILDING FOR TOMORROW



This One



1D0H-K4P-UB9G

[www.buildingsystems.com](http://www.buildingsystems.com)

Circle 16 on Reader Service Card



# Objects in Mirror Closer than They Appear?

You Need to Fill Out a Card to Keep Ahead

On the road of life, we all get lost from time to time. However, it's a rare opportunity that you can get lost while leading a whole convoy of industry peers. But I seem to have a peculiar talent for this kind of professional pratfall. It all began on the final day of the Building Systems Councils tour of modular and panel plants in New York in May.

## Off the Bus

My flight from Stewart/Newburgh Airport departed an hour before the tour ended, which forced me to follow the two tour buses. I wasn't alone in this early departure strategy. A herd of more than a dozen cars were shadowing the buses as if we

were attending an amateur detective convention.

I was first in line behind the first tour bus, multitasking by driving and talking on the cell phone. I was using a headset because that's the law in New York. While I studiously observed this law, I failed to act on another—

picking up an entry ticket to the state thruway. The bus went through the "easy pass" entry toll and I—whoops—went right through after it. I fretted momentarily over this but figured that the authorities would duly notify me by mail. It wasn't until the entourage of buses and cars hit an exit ramp that I remembered that I needed to pay upon exiting. To my dismay, I realized the entire convoy of cars was all lined up behind me at the tollbooth as I sorted out the situation with the attendant. Anybody got change for a \$50?

As the buses receded into the distance, the drivers behind me became agitated—shouts, car horns, fists waving. I rocketed out of the gate in the hopes of catching up to the buses, but one turn around a traffic circle and it was clear I didn't have

a clue where I was. I drove aimlessly for a while, trying to think of a backup plan. That's when I realized the whole convoy of cars was still following me, under the erroneous impression that I knew where I was going. How do you regain any semblance of dignity in such a situation? Why, drive faster and try to lose them, of course!

Picture a convoy of cars careening through the streets of Kingston with me in the lead and you'll grasp my growing embarrassment. Despite my best Jim Rockford moves in my rental car, a Pontiac Grand Sham, I was no match for the likes of Joe Landers' Lexus or Bob Guay's new BMW convertible. But before I had to pull over and actually admit defeat, they each peeled off and went in other directions. I coasted to a stop in front of Kingston Hospital, built in 1894, the first such institution in Ulster County. It's also where I was born 41 years ago.

## Don't Forget Your Ticket

Oddly enough, there's a lesson here for readers of this magazine. The competition is always trying to overtake you. And just as one can't exit the New York thruway without a ticket, you shouldn't put down this magazine without filling out a reader service card. When you discover an advertiser has a product or service you are interested in, just circle the corresponding number on the readers service card and mail it out today. (They'll send you free stuff!) It's your ticket to greater efficiency and faster performance in your business.

Remember, however, not to read this magazine or fill out the card while driving. 🚗

Sincerely,  
Charles Bevier  
Editor



## Building Systems Magazine

*Building Systems Magazine*®: We are a resource for both systems manufacturers and builders, and an advocate for the systems-built construction industry nationwide. *Building Systems Magazine* is published bimonthly and owned by Builder/Dealer Management Services Inc. 4125 Lafayette Center Dr. Suite 100, Chantilly, VA 20151.

### Chief Executive Officer

John Kuplerer  
Home Buyer Publications  
4125 Lafayette Center Dr., Suite 100,  
Chantilly, VA 20151  
(800) 826-3893 • FAX (703) 222-3209

### Send All Editorial and Advertising Materials to:

*Building Systems Magazine*  
3352 South Newcombe St.  
Lakewood, CO 80227

### Editorial

Editor, Charles Bevier  
(303) 985-3564  
FAX (303) 763-2802  
E-mail: editor@buildingssystemsmag.com  
Art Director, Tim Giesen, design@bmo.com  
Copy Editor, Kelly Kordes Anton  
Production Assistant, Rob Baughman

### Advertising

Advertising Sales Manager,  
Judy Medley  
(800) 336-9548 • (303) 471-6890 (in Colorado)  
FAX (303) 471-6896  
E-mail: adsales@buildingssystemsmag.com

### Accounting

Accounting Division,  
Angelique Grant, Connie Ng, Chrissy Gibson  
4125 Lafayette Center Dr., Suite 100,  
Chantilly, VA 20151  
(703) 222-9411

*Building Systems Magazine*® (ISSN-0892-824X) is published bimonthly by Builder/Dealer Management Services, 4125 Lafayette Center Dr., Suite 100, Chantilly, VA 20151. Vol. 24, No. 4. Periodicals Postage paid at Fairfax, VA and at additional mailing offices.

**TO SUBSCRIBE:** Fill out a free subscription form or call (412) 854-4509.

**SUBSCRIPTION RATES:** Subscribers in the U.S.: \$5 for a single copy; \$20 for one year; \$39 for two years; \$56 for three years; in Canada: \$8 for a single copy; \$26 for one year; in all other foreign countries: \$10 for a single copy; \$40 for one year; Canadian and foreign subscribers please remit in U.S. Currency. Contact *Building Systems Magazine*, 4125 Lafayette Center Dr., Suite 100, Chantilly, VA 20151.

**ADDRESS CHANGES:** Send all address corrections to *Building Systems Magazine*, 4125 Lafayette Center Dr., Suite 100, Chantilly, VA 20151, (412) 854-4509, FAX (412) 854-3650. Please give former address and new address and enclose your latest address label.

**POSTMASTER:** Send all address changes to *Building Systems Magazine*, 4125 Lafayette Center Dr., Suite 100, Chantilly, VA 20151.

Copyright © 2003 by *Building Systems Magazine*®. This publication may not be reproduced, either in whole or in part, in any form without the written permission from the publisher.



Exhibit A,  
Kingston Hospital.

# WANTED:

## Builders/Developers



CAPE



TWO STORY



MULTI-FAMILY



RANCH

PINNACLE BUILDING SYSTEMS is a manufacturer of custom off-site built homes. Recently moved into a newly constructed manufacturing facility in Bristol, Indiana, Pinnacle builds ranch, cape cod, two-story, vacation, accessible, multi-family units, offices, & other specialty projects, in the 900 sf to 4000 sf range. Pinnacle offers flexibility & customization from a computer-automated design (CAD) system.

Pinnacle services Indiana, Michigan, Ohio, Illinois, Iowa, Northern Kentucky and Eastern Missouri.



- ◆ Choose from a variety of flexible floorplans and numerous color selections.
- ◆ Pinnacle Building Systems uses trusted name brands like Andersen, Merillat, Permadoor, Kenmore, Moen, Wilsonart, Nafco, Shaw, Owens-Corning, Heartland, Open Joist 2000, Square D, and more.
- ◆ Pinnacle Building Systems offers New Builder Incentives, Model Home Program, Financing Programs, and a Warranty Program.
- ◆ Online Sales tools – Price lists, Order forms, Updates, & Retail Leads.
- ◆ Marketing Support: Field Representatives, Guidance through entire modular process.
- ◆ Field Operations Support – Rough Set Crew.
- ◆ Ask us about; Energy Star Homes, A Home Theater System, Foundation Program, Special Financing, or our Andersen Window opportunities.



**Toll free 1-888-663-4897**  
**(1-888-mod-guys)**

**Fax 574-848-0205**

**For information on  
becoming an authorized  
builder contact:**

Pinnacle Building Systems  
P.O. Box 1129  
1103 Maple Street  
Bristol, Indiana 46507

Web Site [www.modguys.com](http://www.modguys.com)  
Email [pinnacle@modguys.com](mailto:pinnacle@modguys.com)

# Washington Briefs

## SHOWCASE BOUND FOR HOT SPRINGS, VA, NOV. 2-5

Mark your calendars for Nov. 2-5. That's when Showcase, the annual convention and trade show for the building systems industry, is bound for Hot Springs, VA. This year's event will be held at The Homestead, one of the finest spa and recreational resorts on the East Coast.

Organized by the Building Systems Councils of the National Association of Home Builders (NAHB), Showcase has been called the biggest little trade show in the home building industry for its intimacy and access to some of the most prolific home producers in the United States. This year's event includes expanded trade show hours, educational seminars and networking opportunities. At the Showcase party this year, attendees will be treated to cigars, martinis, casinos and flappers.

Register by Aug. 29 and be entered to win one of three Homestead gift certificates that can be used at nearly every restaurant, pro shop, gift shop, and recreational venue at the resort.

Early Bird Registration is available in the Meetings & Events section of [www.nahb.org](http://www.nahb.org). For questions and hotel information, please contact the NAHB University of Housing Office of the Registrar at 800-368-5242, ext. 8338. For sponsorship and exhibitor information, contact Marlene Adams at [madams@nahb.org](mailto:madams@nahb.org).

## TEXAS DEVELOPER WINS CONGRESSIONAL SEAT

In June, a special election in Texas resulted in a win for Randy Neugebauer, a longtime land developer and home builder. Neugebauer defeated fellow Republican Mike Conaway in a tight congressional runoff election to succeed retiring Rep. Larry Combest (R-Texas).

Neugebauer (R-Texas) will finish Combest's two-year House term.

With all 207 precincts reporting, Neugebauer had 28,546 votes to Conaway's 27,959, for a 587 vote margin.

NAHB supported Neugebauer and helped launch a pro-housing vote. A longtime member of NAHB, Neugebauer serves on the association's board of directors and is a former NAHB national vice president.

BUILD-PAC, the political action committee of NAHB, contributed the legal maximum of \$10,000 to Neugebauer's campaign, \$5,000 for the primary and \$5,000 for the runoff election.

## APRIL NEW HOME SALES RISE BEYOND ONE MILLION

Fueled by low interest rates and rising consumer confidence, sales of new single-family homes rose 1.7% in April to a seasonally adjusted annual rate of 1.03 million units, the Commerce Department reports. It was the third time this year that new-home sales went above the million-unit mark and experts predict another historic high in home sales within the United States by year end. Sales of existing homes also rose strongly in April.

"Today's reports on both new and existing home sales in April are very reassuring that housing continues to be a pillar of strength for the nation's economy. This sales performance provides solid evidence of the confidence that buyers continue to have in homes as investments," says Kent Conine, NAHB president. "There has been another downshift in mortgage interest rates and a further boost in consumer confidence since April."

New-home sales rose in three out of four regions in April, with gains of 13.4% in the Midwest, 0.6% percent in the South and 4.3% in the West. In the Northeast, where weather has delayed construction starts, sales fell nearly 18%.

"Sales of both new and existing homes were slightly above their first-quarter averages in April, and the fundamentals of this housing market continue to exhibit remarkable strength looking forward," notes David Seiders, NAHB's chief economist. "With inventories of unsold new homes remaining at quite a healthy level, with impressive house-price performance on a year-over-year basis and with our latest sur-

veys indicating significant optimism among home builders, we're clearly headed for a great second quarter. When you add in the terrific interest rate picture, all systems are 'go' for home sales. We are definitely on track to equal or surpass the record home sales of 2002."

## WTO ISSUES LUMBER DECISION

On May 27, the World Trade Organization (WTO) concluded in a preliminary ruling that the duties imposed by the U.S. Commerce Department on imports of Canadian softwood lumber were based on a flawed methodology and the tariffs should be rescinded.

But the issue is far from decided. The WTO is expected to issue a final ruling on the U.S. subsidy determination in July, around the same time that a NAFTA panel will weigh in on the issue. Canada has also filed WTO and NAFTA challenges to overturn the anti-dumping duties now in effect.

"WTO's ruling reaffirms what we've been saying all along: The U.S. Commerce Department's findings that Canadian softwood lumber is subsidized has no merit. Lumber trade barriers are bad economic policy that needlessly penalize home builders, home buyers and other U.S. consumers of softwood lumber. It's time to overturn the tariffs and let free trade prevail," says Bobby Rayburn, NAHB's first vice president.

American consumers are currently paying duties totaling more than 27% on Canadian lumber shipments into the United States. The United States relies on Canada for approximately one-third of the lumber it needs. The current 27% duties can add more than \$1,000 to the cost of building a new home, imposing a hidden tax on American home buyers, the NAHB says.

## BUILDER CONFIDENCE RISES IN MAY

Builder confidence in the market for new single-family homes rallied in May as a further downshift in mortgage interest rates and improving consumer confidence considerably brightened the outlook for future sales activity.



## ENERGY STAR REACHES MILESTONE

The NAHB recently commended the U.S. Environmental Protection Agency (EPA) for passing an important energy-related milestone this year. More than 100,000 homes have been constructed under the EPA's voluntary, consumer-oriented, market-driven Energy Star program since it was launched in 1995. The EPA and NAHB marked the occasion in joint remarks by EPA Administrator Christie Whitman and NAHB President Kent Conine during the NAHB Spring Boards.

"NAHB considers acceptance and expansion of the Energy Star program paramount to our continued success when it comes to conserving energy," says Conine. "Energy Star is the perfect mix of technological advances, consumer appeal, energy conservation and green building for the builder, the buyer and the nation. This unique partnership between the EPA and the nation's builders helps homeowners conserve energy."

Homes built today are 100% more energy efficient than homes built in the 1970s because of two factors: voluntary programs such as Energy Star that make it easy for builders to promote conservation to home buyers, and new construction materials that help save on energy use. Our goal is to do what we can to help the EPA, new home buyers and homeowners by expanding market- and technology-driven initiatives that encourage maximum energy efficiency at minimum costs.

"These programs are helping consumers, builders, utilities and government agencies realize energy savings without adding exorbitant costs that jeopardize homeownership for families," Conine says.

NAHB's Housing Market Index (HMI), a monthly gauge of builder sentiment, rose four points to 56 in May, regaining much of the ground it lost earlier this year due to poor weather, war and economic jitters.

"The latest measures of consumer confidence have shown considerable improvement, and this is good news for home builders," says David Seiders NAHB chief economist. "Builders are solidly optimistic about being able to sell homes that are getting built. Expectations for sales in the next six months are back up to speed with their level at the beginning of the year."

The HMI is derived from a monthly survey of builders that NAHB has been conducting for nearly 20 years. Home builders are asked to rate current sales of single-family homes and sales expectations for the next six months.

All three component indexes gained substantially in May. The index gauging current sales of new single-family homes rose four points to 61, while the index gauging sales expectations for the next

six months and the index gauging traffic of prospective buyers each rose six points to 68 and 41, respectively.

"Builders are on track for a very healthy year in 2003 as the market for new single-

family homes continues to exhibit stability and strength," says Seiders. "We are now forecasting that new-home sales and starts in this category will be essentially on par with last year's solid numbers." ■

## Signature Building Systems, Inc.

Manufacturing the American Dream



Plan a trip to Signature Building Systems and be amazed! We have the ability and the facility to customize your home. From affordable housing to inner city multi to executive estates (pictured), we build it all.

We offer customized hip roof packages in all sizes: Including Boston hips, reverse gables, single or multiple reverse packages, bump-outs of modules including both single and double applications. Dormer packages from drop-in to shed.

All of the above applications all pre-assembled and proofed in Signature's new 83,000 sq. ft. manufacturing facility. We make sure the TOTAL fit is done before the home arrives on your site.



### Signature Building Systems Inc.

1004 Springbrook Avenue  
Moosic PA 18507  
800-231-8713

#### And

176 Academy Road  
St. George, SC 29477  
843-636-9101

For information, Contact Bonnie  
Decker at 800-231-8713 ext. 231

Visit us online at [www.signaturecustomhomes.com](http://www.signaturecustomhomes.com)

For more info, circle 102 on reader response card



# Industry Briefs

## USG NAMES INDUSTRIALIZED MANAGER

At United States Gypsum Company (Chicago, IL) Ted Kellam has been named manager, marketing and technical services for the industrialized construction division, which serves the building systems industry.



Ted Kellam

A 19-year veteran of the company, Kellam joined United States Gypsum Company (USG) in 1984 as a light steel framing engineer. Since that time, he has held many positions of increasing responsibility within

the company's technical and sales organizations. For the past five years, he was a field sales manager in the company's St. Louis office.

"Ted's broad experience in both sales and the technical services area of USG will enhance our focus on this important market," says David Wiley, director, marketing, industrialized construction division. "He has a strong track record for success and we are pleased to welcome him to this area of our business."

USG formed its industrialized construction division several years ago to reflect the fact that many types of structures—ranging from single-family homes to schools and medical facilities—are now completely or partially constructed in factories. Previously, the division was known as the manufactured housing group.

## RWC OFFERS APPLIANCE PROGRAM

Residential Warranty Corporation (Harrisburg, PA) recently launched a new extended warranty program for appliances and systems. Dubbed Platinum Advantage, the program extends warranty protection beyond the original manufacturer's standard warranty on a variety of appliances and systems in the home. The program is only available through a network of approved builders.

This package approach provides the homeowner the security of more comprehensive and long-term coverage, but at a substantially lower rate than if they

were to buy individual extended warranties on each item of equipment, says Susanne Palkovic, vice president of marketing.

Most things break eventually, but appliances and systems within a home typically carry only a one-year warranty from the manufacturer. Through Platinum Advantage, homeowners are protected against the potential financial burden presented by broken appliances for up to seven years on covered items. Without an extended warranty, homeowners may have to pay hundreds of dollars for repairs. With Platinum Advantage, homeowners are responsible for only a small service fee. For details, call 866-394-5135.

## NORTH DAKOTA JOINS IBC

The state of North Dakota has entered into a tentative agreement to join the Industrialized Buildings Commission (IBC). The agreement will take effect in August when North Dakota's third-party inspections program becomes mandatory for modular residential and commercial manufacturers that build six or more structures per year.

IBC was created in 1992 when the current member states of Minnesota, New Jersey, and Rhode Island each enacted the Interstate Compact on Industrialized/Modular Buildings. IBC's model rules and regulations served as the basis for North Dakota's program. By signing an Interim reciprocity agreement, North Dakota will be able to take advantage of IBC's benefits before becoming a full member.

The addition of North Dakota means manufacturers can market their IBC-labeled product in four states using a single approval and inspection process. IBC-labeled buildings can also be sited in Kentucky, which has an agreement with IBC, by complying with special plumbing plan review and inspection requirements.

## CENTURY OF PROGRESS IN HOUSING

In 1900, U.S. consumers typically had to pay cash for new homes, since long-term amortized loans were not available. The typical new home of that era was 700 to 1,200 sq.ft. and featured two to three bedrooms. About half of the homes had one



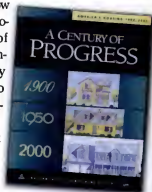
California's Solano County just installed a new 230kW solar electric system, located atop the Health and Social Services building in Fairfield. The system, furnished by PowerLight Corporation of Northern California, provides enough electricity to power more than 200 homes.

bathroom while the rest had no bathroom or even running water.

Today, houses averages 2,265 sq.ft. with three or more bedrooms and 2.5 baths, along with central air conditioning, a garage for two or more cars and a fireplace.

These are among the revelations in a free publication from the NAHB that charts the countless advancements made in housing quality, design and performance through the last 100 years. "A Century of Progress" documents the evolution of the nation's housing throughout the 20th century, demonstrating how today's homes provide the kind of comfort, convenience and quality of life unknown to previous generations.

The new report presents snapshots of housing through time, including typical home designs and statistics over the years. It also charts 50 years of housing milestones, starting with the historic Housing Act of 1949, which introduced the national goal of "a decent home and a suitable living environment for every American family" and designated the private sector as the means of achieving that goal. The report is available free of charge in PDF form at [www.NAHB.org](http://www.NAHB.org) (type "Century of Progress" in the Search box). You can also call NAHB Public Affairs at 202-266-8254 and request a copy. ■





# The *Extreme* Modular Home

HUGE • LUXURIOUS • CUSTOM THROUGHOUT



## The *Extreme* Modular Company



**HAVENHOMES**

Haven Homes Inc.

570 962 2111 • 570 962 3181

[www.havenhomes.com](http://www.havenhomes.com)

554 Eagle Valley Road • Route 150 • P.O. Box 178 • Beech Creek, PA 16822

For more info, circle 103 on reader response card

# Log & Timber Frame *Briefs*

## UPGRADE YOUR DESIGN DEPARTMENTS, SURVEY SAYS

Log and timber frame producers need to invest in software upgrades and training to speed up the design process, if they are to capture more of the custom home building market nationwide.

That's the conclusion of the Log and Timber Frame Industry Design Study and Software Survey, coproduced by J. Rouleau & Associates and Rob Pickett & Associates.

A full 90% of owner-built homes are custom designed to some extent, the report notes. Most companies take 12 weeks or more to complete the design phase, which starts at contract acceptance and ends when production plans go to manufacturing. Most producers still use two-dimen-

sional technology and most are struggling to maintain a design and engineering staff.

"The technology available today can produce a 3D model of a building that can be tied to databases of materials to rapidly produce accurate plans and material lists," says Rob Pickett, co-author of the study. "The software for this effort, the training for technicians who can operate the systems and the availability of trained professionals are still evolving."

Turning to outside designers during peak periods isn't an option for many producers. "Outsourcing design work is difficult for systems-built housing producers because of the proprietary nature of the specifications and methods," says Rouleau. However, it might be a solution for some companies to explore as they

attempt to handle the design load during the height of the buying season. "The market is showing very little patience as the latest technology creates an environment that expects instant results. Customers who do not have the tolerance to wait for plans will go elsewhere to satisfy their goals."

The industry turnaround on a project phase is about three weeks or 15 business days. Larger producers with developed design services respond in five days. "The lack of talented local labor is driving many companies to look for other options. Due to specialized software, proprietary methods and complicated products, the training curve for a new designer is quite long," Pickett says. "Production CAD operators and most architects are frustrated with the inability to be creative and the need for speed. Although technical schools are producing new talent yearly, many building system manufacturers have difficulty maintaining a competent design staff. Some employees will move from one company to another in the industry, but due to geographic proximity, this is a limited issue."

The full 61-page survey is available for \$595. Details 603-643-5033 or e-mail [jerry.i.rouleau@valley.net](mailto:jerry.i.rouleau@valley.net).

## RECORD SALES FOR RIVERBEND

Riverbend Timber Framing (Blissfield, MI), one of the nation's leading timber frame manufacturers, recently announced its highest first quarter sales in the company's 24-year history.

"Sales are nearly double what they were last year at this time," reports Frank Baker, CEO. "Our sales forecasts project very strong second and third quarters as well."

While the economic downturn has adversely impacted many industries, new home sales remain strong due to the continued record low interest rates and investors desire to move their money from the stock market into something more substantial—including timber frame homes.

Riverbend has responded by increasing its sales force, production capacity and marketing. One way Riverbend has expanded its reach into the housing market,

*continued on page 51*

## LINDAL ADDS LOG, LAUNCHES TARGET/ GRAVES LINE

Lindal Cedar Homes (Seattle, WA) has added logs to its extensive line of conventionally framed, post and beam, and solid cedar homes and sunrooms. The new log line consists of kiln-dried western red cedar in a 10" Swedish cope in an 8" D shape log configuration. The company also offers matching log siding, solid cedar windows and cedar-clad vinyl windows to complete the look and simplify construction.

The new log packages are a valuable addition to the Lindal product line for the 200 builder/dealers who sell and build these homes worldwide, says Jeff Caden, vice president of marketing.

"This is a dramatically different log profile that will allow our independent dealers to compete in the mainstream of the log home industry," Caden says.

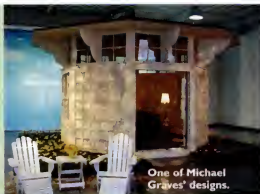
Ken Whipple of Manitou Custom Homes (Kalamazoo, MI) has already made an auspicious start with this product line, selling a client a 16,800-sq.ft., 10" Swedish cope log home package that is currently under construction in northern Indiana. "Having the new log profile made all the difference," Whipple says.

Lindal has also entered a new marketing arena by partnering with retail giant Target and renowned architect Michael Graves.

"Visitors to Target.com will see something new alongside the vacuum cleaners, bedding and strollers; kits that can be turned into studios, porches and even gazebos based on designs by architects from Mr. Graves' studio," reports the *Wall Street Journal*. "The kits will be marketed under the name Pavilions."

The Pavilions can be built as freestanding structures or as additions to homes. Lindal will handle the sales and construction of the structures, which were designed by Graves.

Details visit [www.lindal.com](http://www.lindal.com) or [www.Target.com](http://www.Target.com)



Courtesy of Lindal Cedar Homes

JIM BARNA LOG SYSTEMS

# The Builder Friendly Company

JIM BARNA Is The #1 Choice  
Of Builders Nationwide.

Our builder-friendly construction methods and materials packages, combined with our exclusive builder services department make JIM BARNA the logical choice for builders entering this lucrative and growing niche market. That's why BUILDER magazine listed JIM BARNA LOG SYSTEMS as the #1 log company in America.\*

## Every Builder's Dream

A unique and affordable product that gives them a competitive edge and a nice profit.

## Log Homes Sell

In communities across the nation, more home buyers are choosing log homes for their beauty, warmth, and charm. Log homes attract a more elite buyer, get consistently higher appraisals, and appreciate more rapidly compared to the general market. And, nobody does log homes better than JIM BARNA.

## What Does It take for a builder to build a log home and turn a profit?

Simply, it takes a top-quality, affordable log package, good design and engineering, technical training, and top-notch support...the very things that JIM BARNA has built a reputation on.

## We're Covered

JIM BARNA LOG SYSTEMS is proud to offer the *Bonded Builders Warranty* on our materials packages.

## The Bottom Line

See how JIM BARNA LOG SYSTEMS can improve your bottom line. Call or visit our web site today.

\* (see BUILDER, May 2002)

**JIM BARNA**  
LOG SYSTEMS

800-962-4734

www.jimbarna.com — builders@jimbarna.com

For more info, circle 104 on reader response card



## How We Support Builders

### Product

Top-quality kiln-dried log elements, precision cut to go together easily and fit properly, are at the center of our building systems. These come in a wide variety of sizes, profiles, and species to match any customer's needs and every price point. These are complimented by available heavy-timber beams and rafters and a Total Systems materials package that includes shingles, interior doors, and trim. This 'package approach' allows builders to rely on one single source for a large portion of the materials, thus increasing profits by cutting down on time spent ordering materials and delays waiting on a multitude of vendors. And, since it all comes from JIM BARNA, it all coordinates and fits.

### Training

The Jim Barna Log Home Institute is a one-of-a-kind training facility for builders to learn first hand proper methods of log construction. The 3-day construction class gives participants experience in stacking logs and working with heavy timbers, while addressing such issues as settling, wiring and plumbing log walls, and log home maintenance. The modest \$250 tuition - a special price for builders only - covers the entire course, including manuals, meals and lodging.

### Builder Services

An in-house technical department with a toll-free number staffed by experienced log builders that can talk you through any situation that you might encounter - where else can you get that kind of support? If site visits are required, you'll have them. Whatever it takes to keep your job moving and your time profitable.



For more information on our seminars, construction course and our dealer program, or for our 120 page catalog (\$15.00) containing photos, drawings and floor plans for dozens of homes and accessory buildings, write, e-mail or phone: 1-800-962-4734 — Fax (423) 569-3125

E-mail: builders@jimbarna.com

Web site: www.jimbarna.com

# Modular *Briefs*

## GENESIS EXPANDS INTO APARTMENT DEVELOPMENTS

Genesis Homes, a member of the Champion Enterprises (Auburn Hills, MI) family of home builders and the only nationwide producer of modular homes, is celebrating Genesis' venture into producing a new



modular residential housing product for builders and developers.

Genesis began construction of its first major multi-family housing complex, which will include 20 modular apartment buildings. The buildings are being produced for a Lansing, MI, low-income housing development designed and planned by A&S Development (Winter Park, FL) and will be the city's first modular apartment buildings.

Developed on approximately 19 acres of land located within city limits, the apartment complex will feature 150 living units. Genesis Homes' Topeka, IN, facility began installing the first of 300 modules on June 2, the first day of the State of Michigan's 2003 Conference on Affordable Housing.

"Genesis Homes is proud to embark on its first major apartment complex with A&S Development and looks forward to showcasing it as an example of our ability to build better homes, faster, in any housing application," says Kevin Flaherty, vice president of marketing for Genesis Homes. "This project is an excellent example of how one developer is using the off-site construction process as part of an overall tax-reduction strategy while simultaneously helping a city address its need for high-quality, low-income housing."

A&S Development's investment in affordable housing is part of the Low-Income Housing Tax Credit program, signed into law in 1993. The program promotes private investment in affordable housing by reducing investors' federal tax liability—by a per-

centage of construction, acquisition or rehabilitation costs—over a period of 10 years.

Through the Tax Credit program, owners and investors in affordable rental housing must agree to offer the units to low-income individuals. This means keeping rents below an allowable maximum over a period of 15 years to receive a credit applied directly against their federal tax liability. The program is as beneficial to investors and cities as it is to low-income families and individuals.

According to Mark McDaniel, president of the Michigan Capital Fund, a nonprofit housing corporation that helps investors take advantage of the Tax Credit program, the need for decent, affordable rental housing in many areas of Michigan is substantial. McDaniel states that, while Michigan's housing stock is considered to be among the more affordable in the country, two-thirds of the households in need of affordable housing are renters.

Genesis Homes has a history of helping builders and developers meet the need for affordable rental properties. Recently, Genesis' Topeka facility assisted the Matt Wick Group in three Tax Credit program projects designed to provide affordable rental housing and help revitalize older urban neighborhoods in Springfield, Dayton and Toledo, OH. In each case, Genesis built urban infill homes at the staggering pace of approximately two homes per week at a cost of about \$40 per sq.ft., including set and finish. The projects demonstrated that the efficiencies of Genesis' off-site construction process have the ability to reduce costs, save time and deliver high-quality modern homes featuring traditional architecture well-suited to older residential settings.

Genesis' first modular apartment buildings will be under construction both at its Topeka, IN, off-site construction facility and in the 1000-1200 block of Edgewood Boulevard through September 2003. For details, call 877-523-1887.

## KEISER INCREASES PRODUCTION BY 50%

Due to strong demand for high-end modular homes, Keiser Industries (Oxford, ME) is implementing a plan to increase its

## MID-ATLANTIC GOING STRONG

To paraphrase Mark Twain, the reports of the demise of Mid-Atlantic Building Systems (Candor, NC) have been greatly exaggerated.

The company, launched in 1999 by two veteran home builders, Jeff Smith, chief executive officer, and Tommy Townsend, president, has carved an enviable reputation for quality. It has attracted a loyal cadre of builders who are virtually universal in their praise of the company. Many in its builder network breathed a collective sigh of relief when the company reopened its doors again for business shortly after shutting them for a few days in April.

The modular producer, back in full operation, will likely bring on a private investor to ensure it is on solid financial ground, says Townsend.

"We are putting an agreement together with another individual that will allow us to be stronger than we ever have been before," says Townsend. "Our prospects are good. We think we'll be up to producing two-and-a-half floors a day by the end of this year."

The company constructs homes in a 91,000-sq.ft., state-of-the-art plant, which features innovative engineering and production technologies designed to provide maximum flexibility and productivity. For example, thanks in part to the factory's 48-foot-high ceiling, all Mid-Atlantic homes are completely test-assembled in the factory, including roof structures and dormers. This gives builders in the field added confidence that the homes will come together on site without any problems.

production capabilities 50% by the end of the year. "We've experienced phenomenal growth in sales capacity. Now we have to get the production side to match it," says Steve Miller, director of finance.

The company is currently in the process of building a 50'x100' steel building. This building will be used as a welding shop and warehouse. The existing welding shop will be used as off-line production space for components such as dormers, garages and roof panels. The existing warehouse will be used as additional finishing area, basically adding another bay to the production line. Keiser plans to add 30 employees

*continued on page 47*





## THE DISTINCTION IS IN OUR DIFFERENCES...INSIDE AND OUT



When you want the speed and cost-effectiveness of modular building and the quality and distinctive options of custom design, choose Ritz-Craft. Our homes can be built with hundreds of custom design options to make each home unique. Our customer service is the best in the business with a fast cost estimating system for custom home pricing and outstanding marketing support materials.

- Corian countertops
- rounded walls
- tray ceilings
- 9-foot ceilings
- laminate floors
- 42-inch overhead cabinets

Our five manufacturing plants and new Design Center provide services to protected sales territories in 22 states in the East, Midwest, and South.



### RITZ-CRAFT CORPORATION

*The Distinction is in our Differences.*

EAST: Mifflinburg, PA 800-326-9836

MIDWEST: Jonesville, MI 877-878-4025

E-MAIL: [info@ritz-craft.com](mailto:info@ritz-craft.com)

WEB: [www.ritz-craft.com](http://www.ritz-craft.com)

# Panel Briefs

## BCMC OCT. 8-10 IN PHOENIX

Mark your calendars for Oct. 8-10. That's when The Building Component Manufacturers Conference (BCMC) will be held at the Phoenix Civic Plaza in Phoenix, AZ.

BCMC is the premier trade show for the structural building component manufacturing industry and provides the venue for the largest gathering of component manufacturers in the world. This year's show, "Navigating Your Future - New Frontiers," promises to expand attendees' knowledge about this rapidly growing and changing industry.

BCMC will feature a number of educational programs including breakout sessions divided into three tracks. These tracks, led by knowledgeable industry representatives, will share ideas and information on personnel, insurance, safety, business-growth opportunities, wall panels and much more. The presentations will kickoff with Brad Sherwood, a regular performer on *Whose Line Is It Anyway* and *The Tonight Show with Jay Leno*, along with appearances on other programs, including *The Drew Carey Show* and *LA Law*. Gary Garcynski, the 2002 President for the National Association of Home Builders (NAHB), will be the keynote speaker. This year's economic forecast will be given by NAHB's Assistant Staff Vice President and Director of Forecasting, Stanley Duobinis.

Show organizers are anticipating more than 2,200 attendees and 120 exhibitors at this year's event. Attendees at the 2003 show will be eligible for a number of prizes including \$500 cash, which will be raffled off during open exhibit hours. This year's grand prize giveaway is courtesy of Lakeside Trailer Company. The winner will receive an entire year's use of a 2004 model, 42'-60"x8'6"

J.D.H. Trussmaster Stretch Roll-Off trailer with sliding tandems, a hydraulic front-end and controllable rollers with remote floor. In addition to these scheduled events, the Carbeck Structural Component Institute (CSCI) will sponsor live and silent auctions at the show. Anyone wishing to donate auction items may contact Kelli Gabel at 608-268-1161, ext. 128.

For details on the show, please visit the BCMC Web site at [www.bcmshow.com](http://www.bcmshow.com) or call BCMC at 608-268-1161, ext. 9.

## OSB MAKERS EYE INDUSTRIAL MARKET

The industrial market, which accounts for only around 2% of North American oriented strand board (OSB) production, has never been targeted as a potentially larger market for OSB. Until now, that is.

Made up of wood strands aligned lengthwise and crosswise in different layers for structural strength and rigidity, OSB has captured about 75% of the North American home construction market for floor, wall and ceiling panels. Most OSB production, about three-fourths of the total of 23 billion square feet (3/8-inch basis), continues to be driven by new housing starts.

OSB makers will continue to supply the residential market with large quantities of sheathing. Specialty products, such as heavy-duty flooring panels, radiant panels, structural insulated panels, rimboards and joist webs, will also play a larger role to maintain and increase residential market share. But there is a limit to how much more OSB the new home construc-

tion market needs, which is why manufacturers are looking to new markets.

The next two largest markets for OSB are remodeling and renovation, which account for just under 15% of production, and nonresidential (panels for factories, office buildings, hospitals, government buildings and military bases), which makes up close to 10% of production. The industrial market is the smallest North American structural panel market for OSB. Conversely, it is the largest for plywood, accounting for more than one third of total plywood production.

**"ALTHOUGH A RELATIVELY  
SMALL MARKET NOW  
FOR OSB, IT IS LIKELY TO  
HAVE THE LARGEST UPSIDE  
POTENTIAL DOWN  
THE ROAD."**

"The industrial market will be a larger target market for OSB because it is the least penetrated," says Mark Angelini, president and CEO of the Structural Board Association, an industry association representing major structural panel manufacturers. "Although a relatively small market now for OSB, it is likely to have the largest upside potential down the road."

It won't be easy. "The low-hanging fruit has already been taken," says Al Schuler, a research economist at [continued on page 52](#)

## PANEL/MODULAR TOUR A SUCCESS

Based in Fishkill, NY, this year's BSC Panel and Modular tour was regarded as success, with attendees visiting PDJ Components, Signature Building Systems, Simplex Industries, Chelsea Modular Homes, Northeast Panel & Trust and Superior Walls.



Saluting the Finest in the Building Systems Industry

## Building Systems Councils of NAHB Presents THE EXCELLENCE IN MARKETING & MODEL HOME DESIGN AWARDS

### Call For Entries

The Building Systems Councils (BSC) of the National Association of Home Builders is currently accepting entries for its annual Excellence in Marketing and Model Home Design Awards, to be presented at SHOWCASE 2003 at The Homestead, Hot Springs, VA.

### New This Year

An expanded award category list encourages participation by associate council members and any NAHB builder member using systems-built housing.

### Who Can Enter?

These awards are open to BSC member manufacturers and associate members, and any NAHB builder member using building systems, including log, modular or panelized construction technologies.

## CATEGORIES

### Marketing Awards

#### For Member Manufacturers:

- ◆ Builder Brochure
- ◆ CD-Rom/DVD
- ◆ Consumer Brochure
- ◆ Consumer Publication Print Ad
- ◆ Trade Journal Print Ad
- ◆ Web site

#### For NAHB Builder Members:

- ◆ CD-Rom/DVD
- ◆ Consumer Brochure
- ◆ Consumer Publication Print Ad
- ◆ Trade Journal Print Ad
- ◆ Web site

#### For Associate Members:

- ◆ Brochure
- ◆ CD-Rom/DVD
- ◆ Newsletter
- ◆ Print Ad to Builders/Manufacturers
- ◆ Web Site

### Model Home Design Awards

#### For Member Manufacturers:

- ◆ Log Home Under 2,200 sf
- ◆ Log Home Over 2,200 sf
- ◆ Modular Home Under 2,200 sf
- ◆ Modular Home Over 2,200 sf
- ◆ Panelized Home Under 2,200 sf
- ◆ Panelized Home Over 2,200 sf

#### For NAHB Builder Members:

- ◆ Outstanding Systems-Built Home, Under 2,200 sf
- ◆ Outstanding Systems-Built Home, Over 2,200 sf



## How To Enter

### There are Two Easy Ways to Enter:

1. Contact the Building Systems Councils at (800) 368-5242 x8576 and request a call for entries packet
2. Print out nomination forms from the Building Systems Councils section of [www.nahb.org](http://www.nahb.org) and return completed nominations to the council

### Nomination Fee

\$50/entry, BSC member manufacturers  
\$50/entry, BSC associate members  
\$25/entry, NAHB builder members

### Deadline

All entries must be received by September 12, 2003 to be eligible for judging. Winners announced during awards ceremony at SHOWCASE 2003, Nov. 2-5 in Hot Springs, Virginia.

Excellence in Marketing & Model Home Design Awards  
C/o The Building Systems Councils  
National Association of Home Builders  
1201 15th Street, NW  
Washington, DC 20005  
(800) 368-5242 x8576

# SIPs Briefs

## SIP PRODUCTION CLIMBS 50% IN FIVE YEARS

The volume of single-family homes constructed with Structural Insulated Panels (SIPs) has increased by a stunning 50% in the last five years, from 8,000 homes in 1997 to 12,000 homes in 2002.

This makes SIPs the fastest growing building system when compared to the growth rate of log, modular and other forms of panelization, according to results from the annual production survey conducted by the Structural Insulated Panel Association or SIPA (Gig Harbor, WA).

"The growth rate of the SIPs industry continues to be strong as more and more builders and homeowners are preferring the high energy-efficient performance and lost cost of homeownership associated with living in an SIP home," says Bili Wachtler, SIPA executive director.

The following are survey results and estimates for 61 SIP manufacturing companies in 2002:

- SIP production for 2002 was 51 million square feet.
- 70% of production was used in either single-family or multifamily housing.
- 30% of production was in nonresidential construction, including agricultural buildings.
- An estimated 12,000 living units (mostly single family) were built with SIPs.
- An estimated 2,300 nonresidential buildings were built with SIPs.

For details, call 203-858-7472 or e-mail staff@sips.org.

## PATALUNA ELECTED SIPA PRESIDENT

Damian Pataluna of FischerSIPs (Louisville, KY) is the new president of the Structural Insulated Panel Association (Gig Harbor, WA). Pataluna was elected by unanimous vote during the May 7 meeting of the SIPA Board of Directors at the SIPA Annual Meeting and Conference at the Hilton in the Walt Disney World Resort, Orlando, FL. Pataluna succeeds Dave Gauthier of Winter Panel Corporation.

Frankly speaking, President Pataluna will only have to remember one name to address the other elected officials of SIPA: Frank Kieser, R-Control/Advance Foam

Plastics, was elected 1st Vice President; Frank Wopperer, Thermal Foams, was elected 2nd Vice President; and Frank Baker, Insulspan, was elected Secretary/

Treasurer.

Michael Readwin of Greensmart Homes, was selected to fill an open manufacturer

*continued on page 53*

## SIPA BUILDING EXCELLENCE AWARDS

The winners of the SIPA Building Excellence Award Competition were announced at the annual meeting in Orlando, FL. All projects were built with a minimum of 50% structural insulated panels and judged on the energy efficiency, engineering innovation and other SIP-related factors in the success of the project. Judges for the contest were Jeff Christian of the Oak Ridge National Laboratory and Craig Hedgecock, PE, PSM.

### The Grand Prize Winner (A)

*The Fenner Residence, submitted by Sun Builders (Nevada City, CA).*

This overall winner was submitted in the single-family home over 3,000-sq.ft. category. It was chosen as the winner in that category as well as overall winner for its beauty, energy efficiency and design. Built with structural insulated panels from R-Control/Advance Foam Plastics, Sun Builders, Inc., describes it as an "ancient Japanese Tatami construction module meets modern American construction system home."

Sue Fenner, owner of the home, couldn't be happier. "I am continually amazed at the energy efficiency of this house. I only need to turn on the heat when it is below 40 degrees outside. And when I do turn on the radiant floor heating, after an hour or so the house is warm enough to shut the heat off for several days."

### Runner Up (B)

*The Woodbend Spec. Model, submitted by Taras Construction & Consulting (Brunswick, OH).*

### Multifamily Commercial Buildings Category (C)

*The Wilson, NC Duplex, submitted by Panelwrights (Wilson, NC).*

### Agricultural Structures Category (D)

*The Kaiser Horse Facility, submitted by Energy Panel Structures, Inc. (Graettinger, IA).*

### Commercial Structures Category Winner (E)

*The Central Bank, submitted by Energy Panel Structures, Inc. (Graettinger, IA).*

### Most Unique Application (F)

*The Grave Brothers Cheese Factory, Energy Panel Structures, Inc. (Graettinger, IA).*







## SELLING

# Merchandising Your Model Home

To help push your annual sales higher, you've invested in a model home. If you think buyers will be opening their checkbooks with glee if all you are showing in your model homes is empty space and blank walls, then it's clear you haven't considered who makes purchasing decisions and why.

Buying a home is an emotional decision, usually made by women, backed by rationalizations. Don't think that partnering with a local furniture seller will do the trick. Just as clothing expresses personality, merchandising shows off a model home's character. Done well, it can play down any flaws in a floor plan. Done very well, it can launch buyers' fantasies about living in the home—a key step toward a successful sale.

Want in? Then find yourself a talented merchandiser. Don't know where to look or how much you'll expect to pay for their services?

Start by looking for merchandisers or interior designers in your local phone book, so you don't have to pay travel costs for someone outside your territory. Also, look for those who have earned a MIRM designation (Member of the Institute for Residential Marketing), advises Jessica Glynn, vice president marketing for

Merchandising East (Ellicott City, MD), a firm that just earned two awards for Best Interior Merchandising at the 2002 SMC Max Awards in Baltimore. (The awards were won for The Barclay at Worman's Mill by The Wormald Co. and The Carlyle at Highland View Estates by Grayson Homes.)

Speaking of which, you might ask potential candidates if their firm has won any awards. "That can be on the national level or on the local level. There are a lot of very talented merchandisers out there. If you are a builder who has never used one before, I would recommend that you interview several and have at least two present ideas to you for your model home," says Glynn.

The per-square-foot cost of model merchandising, including all materials, can run from \$12 to more than \$25, depending on your target market. The average cost is \$15 per sq.ft., according to merchandisers contacted by BSM.

Even with a merchandised home, you still have to ask for the sale. Just don't be surprised when they say they want to buy.

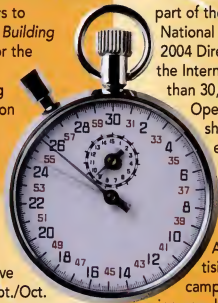
"One woman told us she wanted everything we had in our model, right down to the last candle holder," recalls Travonda Satterwhite, co-owner of Satterwhite Log Homes (Longview, TX). ■

## Attention Log Home Manufacturers

You already know you have far more interested buyers than you have builders to turnkey your homes. That's why *Building Systems Magazine's* top story for the Sept./Oct. issue will feature builders making a lucrative living with log homes. Don't miss out on this advertising opportunity to alert builders to the advantages or your building systems.

## Attention Foundation Manufacturers

Do you manufacture an innovative foundation system? Then our Sept./Oct. issue offers an unusual advertising opportunity—two pages for the price of one. Call today for details on this advertorial opportunity.



## Attention BSC Members

You have from Aug. 11th to Sept. 12th to be part of the Building Systems Councils of the National Association of Home Builders Year 2004 Directory, which will be distributed at the International Builders' Show and to more than 30,000 interested builders nationwide.

Open to BSC members only. Membership information call 800-368-5242, ext. 576. For advertising information call 800-336-9548.

## Speed Saves \$\$\$

Act now and use year 2003 advertising rates for your year 2004 ad campaign. Book with BSM for the coming year before Sept. 30th and avoid standard ad rate increases.

**Call Today, 800.336.9548**

**Building Systems**  
Magazine

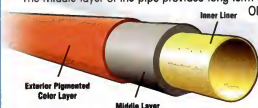
## TempRite™ PEX for Potable Water Systems

### Flexible Plumbing with a New Twist

TempRite PEX compounds from Noveon offer the most-advanced technology in cross-linked polyethylene (PEX) for hot and cold potable water systems. The patented\*\* multi-layer pipe produced utilizing TempRite PEX outperforms all other cross-linked polyethylene plumbing alternatives to assure the longest, trouble-free service life available in the industry today.

### The TempRite PEX Multi-layer Advantage

The multi-layered construction of pipe made from the TempRite PEX 2200/290/400 system is designed with an inner liner to enhance the already superior properties of the middle layer for Chlorine/ORP resistance. The middle layer of the pipe provides long term resistance to Chlorine/ORP exposure as well as enhanced UV resistance.



This layer assures the customer that if the pipe is exposed to UV light, its physical properties as well as its long

term Chlorine/ORP resistance will be retained at the highest level in the industry. The exterior layer, also with superior Chlorine/ORP resistance, also provides the user with the proper color coding for easy use in plumbing applications.

Unlike competitive plumbing options, pipe manufactured from TempRite PEX is the only system that can offer manufacturers and contractors this unique combination of benefits:

- Superior resistance to all types of disinfectants, including chlorine.
- Compliance with NSF Protocol P171 for NSF CI-TD and CI-R marks.
- Exceeds the proposed requirements of ASTM F876 when tested in accordance with the new ASTM F2023 standard for chlorine resistance.
- Superior retention of properties when exposed to UV light.
- The most advanced cross-linked polyethylene pipe in the world.
- Pipe made with TempRite PEX to ASTM F876/877 requirements can use standard ASTM F1807 brass or copper insert fittings.

### Designed to Last

Fig. 1 Chlorine resistance testing of pipe made with TempRite PEX

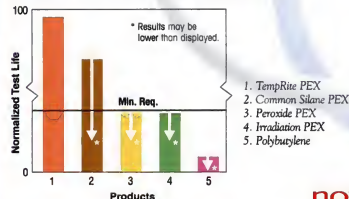
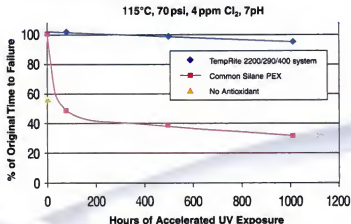


Fig. 2 Chlorine resistance testing of pipe made with TempRite PEX after exposure to UV light as compared to PEX pipe made with alternative PEX products.



No other flexible pipe performs better than one made from TempRite PEX. The patented TempRite PEX compounds extruded into multi-layer pipe provides unmatched durability and performance in domestic plumbing applications.

As a result, pipe manufactured with TempRite PEX relieves many of the variables that commonly affect pipe service life, including: Imperfect water quality; exposure to disinfectants such as chlorine, or exposure to UV light. These factors commonly cause antioxidant breakdown and embrittlement of traditional PEX piping, potentially reducing expected service life. Pipe made with TempRite PEX overcomes these problems to provide unsurpassed corrosion resistance. What's more, pipe made with TempRite PEX will exceed the proposed minimum requirements of ASTM F876 standard when tested in accordance with the new ASTM F2023 standard for chlorine resistance as well as exceeding the minimum requirements of NSF Protocol P171 to receive the NSF CI-TD and CI-R marks.

Tests also reveal that pipe made with TempRite PEX withstands exposure to UV light unlike competitive alternatives. Whether the pipe stays at the distribution warehouse or on the construction site where exposure to UV light is common, TempRite PEX products resist breakdown and show superior durability.

### Trust the Best

Developed by Noveon – a leader in advanced specialty chemicals for the plumbing industry – you can trust TempRite PEX for dependable, efficient pipe performance year after year.

For more information on Noveon TempRite PEX compounds, contact Noveon at 888-234-2436, x5811, or visit us on-line at [www.tempritepex.com](http://www.tempritepex.com).

\*\* Multiple patents pending.

**noveon**  
The Specialty Chemicals Innovator™

The information contained herein is believed to be reliable, but no representations, warranties or guarantees of any kind are made as to its accuracy, suitability for particular applications or the results to be obtained therefrom. The information is based on laboratory work with small-scale equipment and does not necessarily indicate end product performance. Because of the variations in methods, condi-

tions and equipment used commercially in processing these materials, no warranties or guarantees are made as to the suitability of the products for the applications disclosed. Full-scale testing and end product performance are the responsibility of the user. Noveon shall not be liable for and the customer assumes all risk and liability of any use or handling of any material beyond Noveon's direct

control. THE SELLER MAKES NO WARRANTIES, EXPRESS OR IMPLIED, INCLUDING, BUT NOT LIMITED TO, THE IMPLIED WARRANTIES OF MERCHANTABILITY AND FITNESS FOR A PARTICULAR PURPOSE. Nothing contained herein is to be considered as permission, recommendation, nor as an inducement to practice any patented invention without permission of the patent owner.

Noveon, Inc. / 9911 Brecksville Road, Cleveland, Ohio 44141-3247 / 888.234.2436 / [www.tempritepex.com](http://www.tempritepex.com)



Relax...

## TempRite™ PEX and chlorine have formed a new relationship.

Now there's a flexible PEX pipe developed specifically to resist water-treatment chemicals. Pipe made with TempRite™ PEX, developed by Noveon, uses a combination of materials and manufacturing processes to provide the most chlorine-resistant PEX in the world.\* This makes TempRite PEX a superior choice for any water quality, and particularly beneficial for water with high chlorine content.

Exposure to chlorine is a variable that must be considered in the long term performance of PEX pipe. Chlorine resistance is more of a factor in North America because 54,000+ water districts use various levels of chlorine and/or other chemicals to disinfect water. The level of disinfectant found in North America is much higher in normal usage than in other parts of the world. In special cases, the level of disinfectant is increased beyond the norm to fight specific bacterial issues. This exposure makes pipe made with TempRite PEX compounds the best alternative.



Multi-layer pipe  
made with TempRite™ PEX

Only pipe made with TempRite PEX is manufactured with three layers. The three layers combine to deliver outstanding resistance to water-system chemicals and UV light while still providing the flexibility and ease of installation you value.

For more information about how Noveon TempRite PEX can improve the performance of your water systems, call 888-234-2436, x5811. Or visit us online at **[www.tempritepex.com](http://www.tempritepex.com)**.

*\*patents pending*

**TempRite™** *PEX*



# Dealer Cooks Up Book to Battle Cancer

When a friend or family member is diagnosed with cancer, people often want to do something to help. When Crystal Horne, a dealer for Honest Abe Log Homes in Elysburg, PA, learned her father had cancer, she cooked up an inspiring idea. Why not create a cookbook with recipes from clients and fellow builders with the proceeds going to charity? That's how *Cookin' For A Cure* came into being.

"One of the things I've learned through this experience is that everyone—no matter where they are in life—is touched by cancer in some way," says Crystal Horne, who's 65-year-old father developed non-Hodgkins lymphoma.

Her cookbook idea was well received by Honest Abe Log Homes (Moss, TN). Soon, recipes began to pour in from clients and staffers in the home office, as well from builders, dealers and suppliers. Within 60 days of proposing the idea, Horne and the staff at Honest Abe had collected more than 400 recipes.

Based on the great response from clients and suppliers, they contacted country music station WSM in nearby Nashville, TN. Georgia Blagovich at WSM asked various country music stars to contribute their favorite recipes. His requested garnered recipes from top country stars, including Faith Hill, Tim McGraw, Randy Travis, Charlie Daniels, Alan Jackson, Lorretta Lynn, Wynonna, Sammy Kershaw, Kenny Rogers, Crystal Gayle, Dolly Parton, Louise Mandrell and George Jones.

An anonymous donor contributed money for the first printing of the cookbook. With momentum building for the project, Horne chose to have all proceeds go to the National Cancer Awareness Foundation. The foundation's mission is to generate cancer awareness and raise funds to help cancer patients and



their families in times of crisis. The foundation has worked with the building systems industry before—in fact, it's flagship project was Jan's House of Hope.

You can help make a difference to cancer patients and their families by purchasing a copy of this cookbook. All proceeds help cancer victims directly. To get your copy, send \$10 plus \$2 for shipping to: NCAF c/o Honest Abe Log Homes, 3855 Clay County Highway, Moss, TN 38575 or call 800-231-3695.

And, in case you are curious, Crystal Horne's father responded well to treatment and has been cancer free for two years now.

## Baltimore Sun Features Modular Homes

In a report on May 11, the *Baltimore Sun* newspaper did a feature article on modular homes. The "Modular Home Owners Put Pieces Together" article chronicled the growing popularity of this building system.

"Though modular homes accounted for only 35,000 of the 1.6 million-plus dwellings built in this country during 2002, they are becoming increasingly popular among buyers," says reporter Patricia V. Rivera in the article. "Modular homes are built in a factory and assembled on site in sections, but technological innovation has paved the way for customization. Moreover, modular housing closely resembles traditional stick-built homes but cost as much as 6% less, are not exposed to the elements during construction, and can be assembled in as little as one week." ■

## Construction Writers Honor Jan's House

Long after it left the high seas, Jan's House of Hope continues to earn recognition. Jan's House recently received an Honorable Mention from the Construction Writers Association in the public relations category. The award was presented to Jerry Rouleau of J. Rouleau & Associates at the association's annual Marcom (marketing and communications) awards. Rouleau was the founder and originator of the Jan's House of Hope project, which raised money for eight host organizations—from hospitals to hospices—plus received more than \$15 million worth of national coverage

in TV, radio, newspapers and trade publications. The story of the barge with the modular house atop it was reported in more than 320 publications in 32 states, including *USA Today*, *People Magazine*, "The Today Show" and *Home Magazine*.

Jan's House also won a gold award from the Home Builders & Remodelers Association of New Hampshire for the most creative public relations campaign. Check out tour



highlights on the web at [www.janshouseofhope.com](http://www.janshouseofhope.com). The construction, furnishing and exhibit of Jan's House was funded completely through corporate and individual donations.

Jan's House of Hope was named in honor of a brave woman, Rouleau's wife, who succumbed to cancer in 1999 at age 50. But it was also dedicated to more than 7,000 individuals who fought cancer—some successfully, some not.





# Modular Home Sales Soar 11% in 2002

Industry grabs more market share in nearly every region, thanks to improved designs and growing consumer awareness of its quality.

**T**he good news is modular home construction is reaching new heights. The bad news is if your particular boat isn't rising on the same tide, it's likely you need to rethink your business plan because you are losing customers to a competitor.

That's among the conclusions from a report from an industry analyst that says modular home production reached historic highs in 2002, growing a stunning 11% from the previous year to more than 36,000 homes nationwide. This compares to an increase of 8% growth in all new homes sales nationwide,

annual state-by-state and county-by-county statistics. "What the industry has been doing for the last four or five years is hovering right around that 30,000 range. This has been the case since 1998. But now, with this bump up to 36,000, it's clear the industry has broken out of that model. And I see continued strong growth for this industry as a whole."

The Northeast, Midwest and South Atlantic states continue to be the most active modular building regions, with several states showing increased market share. Moreover, in numerous states, a shakeup among manufacturers sees some longtime producers losing market share to newcomers with more aggressive designs and builder recruitment efforts.

## North Carolina Tops

For the fifth year in a row, North Carolina leads the nation in modular homes set in the state (see sidebar). Rounding out the top three states for modular homes are New York in second place and Michigan in third, which changed rankings from the previous year. "In New York alone, modulars are up 5% from the previous year," Hallahan says.

Other Northeastern states are up or holding consistent with years past. Sales to New Jersey buyers, however, are down slightly.

In contrast, many of the New England states are seeing huge increases, as much as 20% in some states. "Maine, in particular,

*continued on page 24*

## Top 10 States

1. North Carolina
2. New York
3. Michigan
4. Pennsylvania
5. Virginia
6. Wisconsin
7. Ohio
8. Massachusetts
9. New Jersey
10. Minnesota



the overwhelming majority of which are site built.

"The total modular volume for 2002 is very impressive indeed and it's a good sign for the industry," says Fred C. Hallahan, principal of Hallahan Associates (Baltimore, MD), which compiles

## NC's Rebel Mod Rules

One reason North Carolina continues to lead the nation in the number of modular homes set in the state is because of its building code.

In its residential code, the state allows so-called "rolling" or "on-frame" modulars, which are built to the state's residential code but are mounted on a steel chassis that is common in HUD-code or manufactured homes.

This means many manufacturers produce homes on the same factory line with nearly identical floor plans, features and exterior treatments, set on the same chassis, but affixed with different state seals—one indicating it's a modular home, the other indicating it's a HUD-code

It is often desirable to call it a modular because it opens up new markets and opportunities in areas that were previously off limits, due to

zoning restrictions on HUD-code homes.

Traditional producers argue that any poor quality on-frame modulars can have far-ranging repercussions within the real estate community—from appraisals and comps, to the consumer's perception of the product.

"I call them the bottom feeders. You can walk into some of their on-frame modulars that they've built and never know you're in a modular, because it looks and feels like a trailer," says a builder for Mod-U-Kraf in North Carolina. "They'll slap a 2x8 floor system in there, upgrade the plumbing from 3" to 4", but use the same kind of interior products they've always used in mobile homes. This naturally confuses consumers, who don't need any help in that area."

This blurring of product boundaries can be

problematic for appraisers attempting to place a value on such a home. "I walked into one of these on-frame modular homes the other day, and you could tell almost immediately that it's just crap," says one North Carolina appraiser, who declined to be identified in print. "Some are just fine, built well, but this one wasn't. But if I check that below average box on the appraisal form it's like pushing all kinds of alarm bells for everyone involved in the deal. Then they come back at me and I have to invest significant time and energy in justifying that below average rating and a lot of us (appraisers) are finding it just isn't worth it. You can lose a lot of business—quickly. So they get that average rating. But is it as valuable as the house down the street? No. Probably not."

# For Every Step of Life...

## Slogan Reflects Shaw's Commitment

For years, **Shaw Industries** has been the acknowledged leader in carpet manufacturing, and the company's long-standing reputation of service, quality, and value for its soft floor covering products continues today.

Although still the most popular floor covering sold, carpet is only one component of a much larger industry. Hardwood, ceramic, and the increasingly popular laminate flooring, have all experienced either a resurgence in popularity or newfound acceptance. Homes now feature a variety of floor coverings, based on individual preferences and practical concerns, and consumers insist on a broad choice of products when shopping.

Recognizing the needs of our customers - both end-users and dealers - Shaw has embraced the challenge of expanding its scope and has become a leading supplier of virtually all floor covering types. The company is committed to being the best total flooring supplier, an objective that is especially relevant to the demands of systems builders.

Consistent with this broader focus, more than five years ago Shaw formed the Systems-Built Division, a group dedicated to meeting the unique needs of the business. This division provides the necessary products, upgrade options, and dependable service that ensure systems builders success with their customers.

Complementing the company's "total-package" approach is its complete line of color-matched trim/accent pieces for all of its laminate and wood flooring selections, and a full line of floor care products to ensure a long, beautiful life for our hard-surface floors.

In addition to access to essential products and services, the Systems-Built Division benefits from the fruits of innovation for which Shaw has long been noted. From carpet to hard surfaces, the company has reached a level of experience and expertise that enables us to be creative in exceeding the expectations of the most discriminating customers. Among the many advantages Shaw offers are the following:

• **R2x™** - This patented soil and stain repellent system has been hailed as a new generation in soil and stain resistance technology. Most stain and soil resistance systems provide adequate protection only around the surface of the carpet - spills which soak in are absorbed from the base of the yarn and cause stains, an occurrence known as "wicking." Exclusive to Shaw carpets, the R2x system yields total fiber coverage, protecting the yarn from top to bottom to resist spills and minimize absorption.

• **SoftBac® Platinum** - The recipient of another patent, this revolutionary flexible carpet backing system offers a more efficient installation with minimal disruption to the home environment. Featuring excellent softness underfoot and increased insulation capability for warmth, carpets of SoftBac are extremely flexible and the backing's unique construction has eliminated the issue of restretch complaints.

• **VersaLock™** - This revolutionary, glueless installation system, available with selected Shaw laminate and hardwood products, allows a floor to be installed quickly and without glue. This eliminates a messy cleanup and allows immediate access. The patented locking technology secures the flooring panels on all four sides without adhesive.

• **The Americana Collection** - Homeowners can experience the best of all worlds with The Americana Collection, flooring that reflects the old-world beauty and timeless charm of hand-scraped and antiqued hardwood with the convenience of Shaw's innovative VersaLock™ glueless installation system.

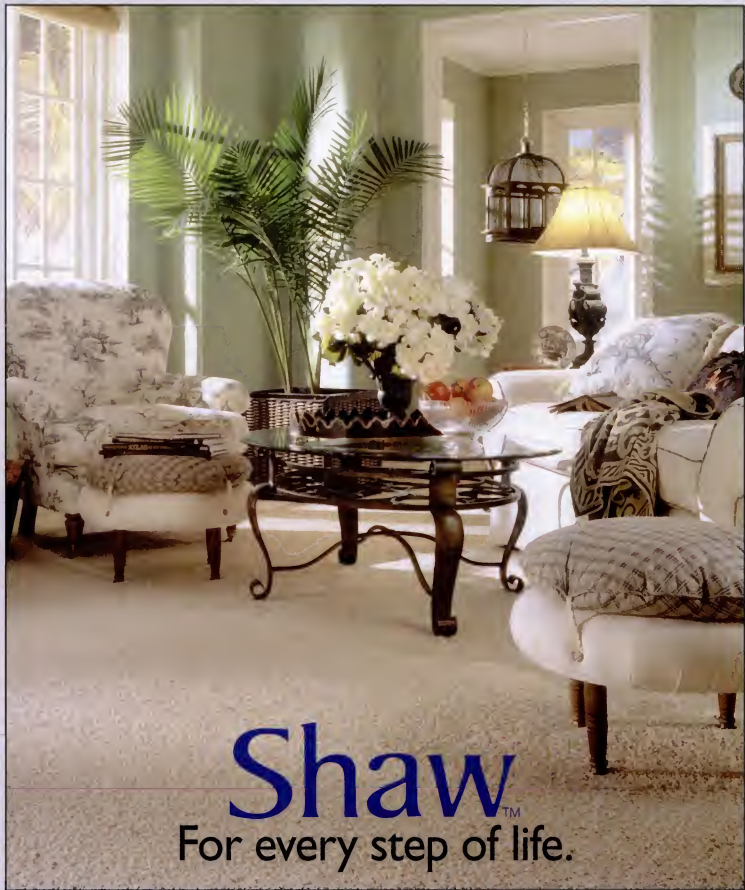
• **Shaw Rugs** - As the trend toward hard surfaces becomes more prominent, area rugs have grown in popularity and use. Shaw Rugs, one of the largest producers of custom tufted, fabricated, printed, and machine-woven rugs, offers an unmatched selection of styles, from affordable printed products to heirloom-quality masterpieces. Many of the most popular styles are found in the Kathy Ireland Home Collection, beautiful and durable machine-woven rugs available in a wide range of popular sizes, including oversized, round, and runners.

*Shaw's goal in being your total flooring supplier today is to be prepared to meet your needs for tomorrow. As your needs change - and history indicates they will - Shaw will be ready.*



*Recognizing the needs of our customers - both end-users and dealers - Shaw has embraced the challenge of expanding its scope and has become a leading supplier of virtually all floor covering types. The company is committed to being the best total flooring supplier, an objective that is especially relevant to the demands of systems builders.*





Shaw<sup>TM</sup>  
For every step of life.

Carpet • Rugs • Ceramic • Hardwood • Laminate

[www.shawfloors.com](http://www.shawfloors.com)

For more info, circle 108 on reader response card





## FORECAST & TRENDS

continued from page 21

is seeing some very strong increases," Hallahan says. Domestic producers are creating most of these New England homes, but increasingly builders and buyers are importing from Canada to take advantage of the strong U.S. dollar and its purchasing power against the loon. Canadian imports rose 25% in a single year, from 800 homes to more than a 1,000, Hallahan says. "And the majority of them were destined for the New England states."

Another region seeing comparable growth is the South Atlantic region, Hallahan says. The region, which includes North Carolina, South Carolina and Virginia, has grown from 26% of all modular housing activity to 28%.

"Virginia is up 10% and South Carolina is up 12%. I see over time that this region will make up 6% of the market, whereas currently it's about 3%. If you keep looking south along the coastline, we're seeing growing modular sales in nearly every state. The industry is definitely moving south, following home-buying trends. It is particularly remarkable in a state such as South Carolina, where there isn't a local presence there by manufacturers. But years ago that same argument was made for North Carolina and you see where that state is now. I think that the potential market for modulars in the southern coastal states is enormous."


The Great Lakes region is still strong at 22% of the market, with

the same going for the Midwest at 10%. South Central is at 5%, a one-point up-tick from the previous year. The West is still in its infancy in many respects, with 5% of all modular sales.

What's fueling this growth? Low interest rates haven't hurt, nor has the growing consumer awareness of the quality inherent in factory construction and its advantages over the general chaos of site building and its vulnerability to weather, thieves and poor workmanship.

According to Hallahan, two factors drive much of this growth in the modular market. The first is the conversion of HUD-code manufacturers to the modular building system; the second is that modular manufacturers are increasingly investing in designs and architectural features that match or even beat site builders for curb appeal.

"I see more and more companies seeing success by targeting more affluent buyers, those that are above the median household income," he says. As a result, modular homes are typically larger on a per-square-foot basis, echoing what is happening in site building as well.

Hallahan & Associates offers a state-by-state (or county by county) reports for \$170 per state. Information on modular consumption, market share and major manufacturers from the early 1990s through 2001 is presented graphically. For details, call 410-296-1199. 



Log-on for your  
free finance class.

We're offering a series of classes to teach everything there is to know about financing. Our first session features a special guest speaker. The classroom is wherever you are. And it's absolutely free. You just need a phone and internet access. We'll give you a password to access a secure site, then connect you to a conference call. It's that easy. To register for a class, or get a complete list of classes offered throughout the year, call Tammy Kershner at 1-888-539-1160, ext. 2685 or email [trkershnr@mandiantbank.com](mailto:trkershnr@mandiantbank.com).

### July Session: Appraisals

Find out what a financial institution looks for and how to get the best appraisal you can. Plus, information on the general requirements that are needed for a complete appraisal.

July 16 & 30th at 10a.m. and 7p.m.

### August Session: Construction Financing

Understanding the construction process from application through loan modification.

August 13th at 10a.m. and 7p.m.



M&T Mortgage Corporation

A SUBSIDIARY OF MET BANK • Over 140 Years of Experience Behind Us

AZ Mortgage Banker #18612, CA M61 Mortgage Corporation is licensed by the Department of Corporations under the California Residential Mortgage Lending Act. L M61 Mortgage Corporation, One Fountain Place, Bufile, NY 14203, Albany Residential Mortgage Lending, MA Mortgage Lender #0672 6 1189, Mortgage Broker #1035 6 1634, Collection Agency WCA4847, NH First Mortgage Banker and Broker #6033489 L2 Licensed by the New Jersey Department of Banking and Insurance, M61 Mortgage Corporation, One Fountain Place, Bufile, NY 14203, 800J 7242224, PA M61 Mortgage Corporation is registered with the Pennsylvania Department of Banking, 18 Rhode Island Licensed Broker/ender, © 2002 M61 Mortgage Corporation



# Tactical Modular MAGIC

**Strength, precision, efficiency and profitability all come standard with this building system, allowing you to reach new levels of profits with laser-like certainty.**

*By Charles Bevier*

**F**or builders far in the future, it will probably seem downright Amish not to have a hovercraft pickup (no worries about road building or traffic), robot laborers (no unionization or beer buying), Star Trek-like teleporters (for transporting building materials to the disaster blighted—or sending entire planning commissions to the dark side of the moon) and computer chips installed in our brains that instantly design new floor plans, calculate profit margins to the penny and allow us to communicate wirelessly with clients and subcontractors (Hi, I'm not conscious right now. Please try to call again later...).

Until smarter people get on the ball and invent these gadgets, today's builders will just have to keep slogging through traffic, having our cellphones die on us as we are about to close sales, and conducting curbside negotiations with Billy Bob and

his framers that leave us feeling vaguely raped. Or do we?

Gather round and discover how we are far closer to some of science fiction's work- and time-saving technologies than ever before—with modular building systems. In the following pages, you'll discover that by using a modular building system, you have a tactical advantage in the home-building business that is nearly magical.

By using a modular manufacturer as your largest subcontractor, you'll be able to build faster and far stronger than the competition, with new materials and designs that open new markets, while offering so many more customer choices in options and amenities that your opposition will weep in frustration.

Perhaps most important of all, by using this system you'll ensure that you stay in business and stay successful by hunting down your profit margin with cold, calculating tactical precision. Turn the page to get started on a more profitable career.



**Now get a feature you've always wanted  
in an affordable window.**



**Confidence.**

*The Andersen® 200 Series line features more worry-free solutions than ever. In fact, with the new gliding window, there's now an affordable Andersen product for any project. Call 1-800-426-4261, ref. #4709. andersenwindows.com* **LONG LIVE THE HOME™**

**Andersen** **AW**  
WINDOWS • DOORS

2023A. © 2003 Andersen Corporation. All rights reserved.

For more info, circle 110 on reader response card

# Modular Homes Stand Up to TN Twister's Wrath

When she's in a mood, Mother Nature can open up a can of chunky-style whup-ass that can flatten neighborhoods and destroy lives. Such was the case this spring across the Midwest, when tornadoes touched down in a half-dozen states, leaving destruction in their wake.

On May 5, a twister tore into an industrial park in Springfield, TN, home to an All American Homes modular manufacturing facility. Fortunately, no one was injured since the tornado struck in the early morning hours when employees were still at home. But the twister, later classified by authorities as an F-1 in strength and power, did cause extensive damage in the area.

"I drove over just before sunrise," recalls Jim Richards, divisional sales manager for All American Homes of Tennessee. "I think the biggest feeling—and I think it was universally shared by everyone here—was relief. Things could have been much, much worse. Two buildings west of our facility were totaled," recalls Richards, referring to a fabric supply warehouse and an Owens Corning facility that were destroyed along with significant damage to a variety of other warehouses.

## Built Modular Tough

At the All American facility, thankfully no clients' homes were harmed. This was extremely fortunate, considering the path of the tornado (see satellite photo, above right). The twister's path, however, did veer toward the facility's six model homes, breaking some windows with flying debris and mauling the roofs of the Madison, the Georgetown and the company's brand new two-story design, the Brentwood.

Seemingly frustrated at how these homes were able to shrug off its best punches, the twister turned toward a ranch design called the Spirit of America, which was toe-nailed to a temporary foundation for display purposes. The tornado picked up the ranch, rotated it 90 degrees and tossed

it more than 40 feet, sending it plowing into the yard. Amazingly, the home was still largely intact, with only a few drywall cracks on the interior and some roof damage.

Proponents of modular homes have long maintained that this building system produces structures that are far stronger than site-built housing. Modular sections are well built to withstand the stresses of highway travel, containing up to 30% more building materials than a comparable site-built home. Drywall is often both glued and screwed to wall studs and triple-headers are used over window openings and around stairwells to withstand the stress of transportation and being lifted by a crane. This strength was confirmed recently by FEMA in a report noting that modular homes withstood the 131–155 mph winds of a Category 4 hurricane in Florida far better than site-built housing.

Ironically, the May/June issue of *Building Systems Magazine*, which arrived in the mail in the wake of the tornado, made mention of this FEMA report on page 51. "It was interesting that our ad appeared right below that report by FEMA. After this experience, we too can testify to the strength of modular housing," Richards says.

All American's 110,000-sq.ft. factory didn't fare as well as its model homes. The twister destroyed eight of nine large bay doors in the building and tore down a 50-foot wall section. "This place is seven years old now. You know how you tend to get some cobwebs up in the ceiling? Well, there's no cobwebs now," Richards says, referring to the winds that raced through the plant.

Fortunately, the more than 100 employees (or "associates" as All American calls them) who showed up for work at 6:30 a.m. that Monday pitched in with a fervor that was gratifying to behold. Associates split up into teams to assess and rectify damages, and to help with cleanup. Within eight hours, the facility was secure again, as were the model homes. "We tarped portions of the roofs that were damaged. But it was amazing how totally different it looked out here," recalls Richards. Within 14 days, the facility was back up to full production.



The Brentwood model was the backdrop for Easter egg hunt just days before the twister struck, mauling the roof. (Top of page) The storm's path and the Spirit of America model used to be in line with the other model homes before it was tossed 40 feet. (Opposite page) Employees celebrate the finish of the Brentwood just days before. Photos courtesy of All American Homes.

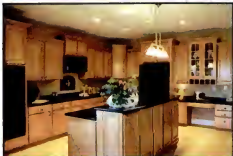


### New Models

While workers could have simply repaired the damage to the model homes, All American Homes management (along with the company's insurance company) decided it wouldn't be a fair representation of modular technology to essentially site build or remodel the damaged homes in the company's parking lot. The decision was made to replace three model homes damaged by the tornado with new models. "We have the replacements already in production," Richards says.

The exception was the Brentwood, which was completed, fully decorated and merchandised just before the storm arrived. Since the model is the flagship of a new upscale floor plan for Southern home buyers, All American elected to repair the roof with trusses from its factory as well as complete other repairs inside the home.

"This model is the flagship of a new upscale series designed with developers in mind. A lot of thought went into the design, and we are particularly proud of the results," Richards notes. This 3,600-sq.ft. home is especially targeted to move-up con-



sumers who want the latest in features and amenities. Workers are putting the final touch-ups on the model as of press time. "We really think this design will get a lot stick builders to rethink their ideas about using systems-built technology," Richards adds. ■

**You may run out of homes  
before you run out of possibilities.**



*With new Andersen® Divided Lights, you now have more ways to bring traditional style to any home. Choose from new high-profile exterior grilles, permanent interior grilles, plus custom patterns. For the nearest dealer, call 1-800-426-4261, ref. #4710. Or visit our website at [andersenwindows.com](http://andersenwindows.com)*

LONG LIVE THE HOME™

**Andersen** AW  
WINDOWS • DOORS

3020A, © 2003 Andersen Corporation. All rights reserved. See your Andersen dealer for availability.

# The Look of Logs with None of the Hassle

When Marvin and Ruth Ann Weaver decided to build a 4,000-sq.-ft. bed-and-breakfast on their farm north of Selinsgrove, PA, they knew they wanted something appealing to guests and visitors. They envisioned a design that was attractive and elegant, something woodsy and resort like.

This naturally led them to a log home, which certainly resonates with baby boomers seeking shelter and a connection to nature. After some research, the Weavers discovered to their delight that log homes can be created today with modular technology. ABC Modular Log Homes (Mifflinburg, PA), using Modular Structures Inc. or MSI (Selinsgrove, PA) as its largest subcontractor, offers an insulated log system. The homes start as a series of modules framed within the

protective environment of a factory, including interior finishes such as kitchens, baths, cabinetry, fixtures and tongue-and-groove paneling on the interior. Then, once installed at the building site with a crane, the exterior of the home is wrapped in half-log siding.

The more they learned about the construction cycle time advantages of this type of modular log home, the more the Weavers liked the idea. Why mess with a year-long construction schedule with conventional log systems when you can have it completed in a few weeks or months? "I found this concept appealing since I knew I wanted to get this bed-and-breakfast up and operating pretty quickly. I'm still working full-time, so I knew I didn't have a lot of time to devote to this project," recalls Marvin.

## Improving on Nature

When the Weavers sat down with George Orren, co-owner with Sam Lantz of ABC Modular, they learned that in addition to conventional log or wood siding, a new no-maintenance option is available in log siding that looks like wood—but isn't.

ABC Modular is the exclusive nationwide distributor of the innovative log siding, butt-and-pass corners and clap-board siding made from striated polystyrene. The products offer the look, texture and warmth of wood, with none of the maintenance hassles or upkeep

required with real wood.

"He showed us some samples, which came in three or four different colors," recalls Marvin. "The more I thought about it, the more I found it appealing. I'm 54 years old. I don't want to be crawling up on the side of a house with preservative every couple of years. Plus, I really liked the lifetime warranty."

While the siding costs slightly more than conventional log siding,

Marvin figures he'll come out ahead in the end with less labor and materials devoted to insect and weather protection, including resealing, caulking and staining every few years. "And I don't have to deal with insects like carpenter bees," Marvin says. In addition, while everyone wants a home to be attractive on the exterior, it's the interior that really counts—and that's where eastern white pine tongue-and-groove paneling is installed.

Marvin, who installed the exterior siding and corner sections himself to save money, says the material is easy to work with for a do-it-yourselfer. "It's tongue and groove, so all you have to do is make sure the first course is level and away you go. I would recommend, though, that you use a sharp blade on your circular saw. If you have a dull blade it tends to melt it and make it smoke. But with a sharp blade, you can make a good, swift, straight cut."

Made from recycled materials, this new siding option from ABC Modular is completely safe and environmentally friendly with no odor or off gassing. Similar in composition to some of



Marvin and Ruth Ann Weaver's new modular home with look-alike log siding made from striated polystyrene. (Above) A section of the siding that looks and feels like wood. (Opposite page) The interior of the Weaver's new bed and breakfast now open for business. Courtesy of ABC Modular Homes.



the plastic decking on the market, it comes in round on round or in a D-shape log, with the option of butt-and-pass corners or corner post. Clapboard trim for around windows and doors is made from the same material.

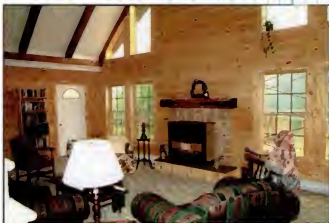
### Not for Everyone

Purists who simply love log homes may scoff at the idea of a log siding alternative. "I'm the first to admit this product isn't for everyone," says George Orren. "But it does offer a lot of advantages. So far it has been well received by both builders and home buyers."

Among the product's advantages: no checking, warping, twisting or shrinkage problems typically associated with log homes; it can be sanded, filed or planed just like wood; it's fade resistant and has a continuous color throughout; it's impervious to insects; it's fire retardant; and it can be stained or painted to alter its appearance (although no staining or painting is required).

Sam Lantz, Orren's partner and a longtime builder and contractor in the log home industry, says this product appeals to buyers who simply don't want to mess with maintenance.

"For people who want the look of logs without the maintenance issues, then this product is a big improvement. The only thing we can't offer is the look of knots. But that's why we say we're offering the look of grade A lumber," Lantz says with a chuckle. 🐿



## Thousands of new choices. (Collect 'em all!)

Andersen now has even more products to help you create homes people want. You'll find new 400 Series sizes, a newly expanded 200 Series line, plus Andersen® architectural windows and doors in dramatic new shapes and sizes. Call 1-800-426-4261, ref. #4711. Or visit our website at [andersenwindows.com](http://andersenwindows.com)

LONG LIVE THE HOME



3022A, © 2000 Andersen Corporation. All rights reserved. See your Andersen dealer for availability.

## **BUILDERS** *Unsurpassed Quality*

With Mod-U-Kraf as a partner, you work at a higher level. Forget spending days juggling subcontractors, ordering materials and endlessly trying to squeeze a profit. Instead, you could be planning future building sites. Maybe it's time you went after the booming upscale market. Or, you may want to build spec homes. And, you may want to look at commercial projects.

Start by touring our construction facility. Then, let us show you the most aggressive Builder Program in the Industry.

## **DEVELOPERS** *Unrivaed Efficiency*

Bring us your custom plans or, use our in-house engineering services to help you create special community plans for your subdivision. If you're planning multi-family units or fulfilling the growing need for assisted care living facilities and inner city housing, you'll be amazed at how well our experienced team implements the project for timely delivery.

## **HOMEBUYERS** *Lifelong Value*

Call or visit our Web Site for our Free Plan Book. In about a week, you'll have the names of Authorized Builders for your area and a Plan Book with more than 80 designs that can be customized with hundreds of upscale features. For more than three decades and more than 10,000 homes, the Mod-U-Kraf home has stood the test of time and has demonstrated lasting value.



# LET'S TALK



**MOD-U-KRAF**  
Celebrates 10,000 Homes

**MOD-U-KRAF**

**1-888-MOD-KRAF    [www.mod-u-kraf.com](http://www.mod-u-kraf.com)**

MARKETING AREA: DE, GA, E.KY, MD, NC, SE.OH, S.PA, SC, E.TN, VA, WV

# Blending Site, Systems, HUD-Code, Suburban Homes Serves All Markets

Ask Jim Kuhn how many homes Suburban Homes sells each year and you get the feeling he'd just as soon give away nuclear secrets to Saddam Hussein. "I get asked that question all the time," admits Kuhn, president of Suburban Homes. But even when an editor begs, it's clear that Kuhn regards that kind of information as proprietary.

So why are we including this company under a volume headline? Because it's obvious that Suburban Homes is selling and turnkeying a heck of a lot of homes.

Based in Mount Clemens, MI, Suburban Homes employs 225 people and operates 38 standalone and in-community sales centers throughout Michigan, Indiana, Ohio,

Delaware and West Virginia. In addition to the sale of homes within land-lease communities, the company's residential building division specializes in the sale and turnkey construction of BOCA-coded, factory-built housing within a half-dozen subdivisions, condominium developments and multifamily projects.

Suburban Homes is also one of the region's largest brokers of used homes. The company not only sells directly to home buyers, it also has a growing clientele among builders and developers, who turn to the company to provide a host of housing solutions—from design to hands-on construction and development. While this kind of sales to private-label developers is the goal of many independent modular home builders, Suburban Homes is one of the few to make it a reality.

## \$400 Million in Sales

So how many homes does it sell? Kuhn confirms that the company's sales are about equally split between modular, HUD-code and re-sales of existing properties.

Kuhn also confirms that since its launch in 1976, the company has sold more than 20,000 homes on a sales volume of more than \$400 million. This kind of strong bottom line performance naturally attracts suitors. In 1998, Suburban Homes became a wholly owned sub-



siary of Oakwood Home Corporation, the nation's largest retailer and third largest manufacturer of factory-built housing, with more than 400 sales centers from coast to coast and \$2 billion in sales.

So how did Suburban Homes reach this level of sophistication? Kuhn says that throughout its history, the company has established strong relationships with both developers of land-lease communities and developers of site-built housing subdivisions. The company has not only provided housing in bulk to both ends of the home-buying spectrum, it has also provided knowl-

edge and know-how to developers on a consulting basis. As a result, the company began carving a reputation for results. That kind of word of mouth gets around and gets noticed.

Suburban Homes has provided consulting expertise to award-winning developers throughout the United States. The company also has been singled out for numerous honors for home design, sales innovation and customer satisfaction. It has been recognized with nine national awards, including the National Retailer of the Year.

Tom Ferdig, general manager of the construction division (where all employees are licensed builders, indicating the company's depth of talent and investment in training), says the company's role has become much more sophisticated in recent years. It now provides research to clients on what price points to hit in specific regions of the country and it coordinates the design and ordering of the homes from its modular manufacturer, Crest Homes. "What we are seeing from a customer standpoint—and I think this applies to scattered site-home buyers as much as builders and developers—is an increasing emphasis on customization. We

work with developers to develop the right house sizes, amenities and the design of the floor plans to appeal to a particular buyer profile and price point. Then, we work with our manu-





Examples of Suburban Home Sales off-site construction capabilities for single-family homes and multi-family projects. Courtesy of Suburban Homes.

facturers to get the homes the customers are looking for."

This customization is natural since today's developers are looking to offer more than cookie-cutter designs. A variety of different porch designs, dormers, eyebrow treatments and multiple roof planes all give developers the means to create attractive subdivisions. "Some of these developers have an awful lot of homes, 200 to 300 in some instances," says Kuhn. "That's a lot of investment in infrastructure. They don't want the homes looking alike."

### Blending Site and Systems Building

Although manufacturers such as Crest are increasingly sophisticated at what they can accomplish within a factory setting, they can't be all things to all builders. That's why Suburban Homes often blends site and systems building to fill a need in the marketplace. "We're pushing the envelope all the time with the type of designs we do. But some designs are just not cost effective to get down a production line," acknowledges Kuhn. "In that instance, we can use some modularity with some site building. We're not afraid to do some building on site. Instead of a six box house, we'll do four modular and build the rest on site. This is often true for complicated roof systems."

While some independent modular builders or HUD-code retailers dream of reaching the kind of sales volume enjoyed by Suburban Homes, Kuhn says you don't reach this level without



having a depth of talent on staff to handle every aspect of sales, construction, marketing and development.

"The longer I'm in this business, the more I think that selling the home is the easy part," Kuhn says. 🏠

## Custom Floor Plans. Custom Elevations.

That's why we're the company with the custom name.



At Nationwide Custom Homes, we understand that custom touches are what turn a house into a home. Start with one of our 70 floor plans, or have us customize your client's plans to fit their tastes. And, because our homes are

system-built, you'll stay on your client's schedule, save money and avoid costly delays. To see how we can turn the ordinary into the extraordinary, visit [www.nationwidecustomhomes.com](http://www.nationwidecustomhomes.com) or call 1-800-216-7001. 🏠



For more info, circle 114 on reader response card

# Modular Technology Helps Restore Atlanta's Martin Luther King, Jr. Historic District

In the early part of the 20th century, an elevated highway was built through Sweet Auburn, a once prosperous Atlanta, GA, urban neighborhood of mostly African American residents, including the late Martin Luther King, Jr., who was born and raised there.

Split by the highway, the area fell onto hard times and hope was only a distant memory. New homes were desperately needed, yet no new homes had been built there for more than 50 years.

Enter Atlanta's Historic District Development Corporation (HDDC), which was charged with restoring the area, a formidable task indeed. In a search for solutions to affordable housing, HDDC officials became intrigued with the concept of modular housing. Officials toured a model created by Genesis Homes (Auburn Hills, MI) at the International Builders' Show in Atlanta in 2002.

"We were thrilled to find Genesis and learn about their process and their quality," says Donna Tyler, vice president of real estate development for the HDDC.

## Precise Process

HDDC officials were attracted to the precision of modular technology. It brings a degree of predictability to what can be an unpredictable process, says Tyler. "We discovered that modular housing often offers far better quality and faster construction schedule than site building," says Tyler.

The HDDC ultimately chose Genesis to help them construct

homes for its Edwards Commons development, a new neighborhood being created in the Sweet Auburn area.

"Genesis' modular building process has allowed us to work quickly on this project, while providing our development with affordable, quality homes that maintain the look and feel of the area's existing local architecture."

The first two Genesis Homes built in the Martin Luther King Historic District were recently



set. The one- and two-story homes are built off-site in Genesis' Pembroke, NC, facility. Due to the efficiencies of Genesis' off-site construction process, the HDDC reaps a number of important benefits, Tyler says. Construction costs are lower because the HDDC can avoid the hassle and expense of multiple subcontractors and enjoy direct savings on materials. Genesis buys all of its construction materials in bulk, and therefore secures the best pricing.

Additionally, with approximately 90% of the home constructed off-site, Genesis also helps the HDDC protect construction materials—and structural integrity—from damage caused by inclement weather. This process also eliminates the risks of job-site pilferage, since homes are set and sealed within 24 hours. The cycle times from breaking ground are quick too, generally within 90 days.

"One of the things that really impressed me was the willingness of Genesis to adapt their designs to our needs," says Tyler. "There is a real hodgepodge of designs in this area. Genesis was able to come up with very pleasing designs that mimic and echo what's already here. That customization was impressive."

Genesis corrected our misconceptions about factory-built homes and is making it possible for us to make up a lot of ground—and revitalize a larger area—quickly," Tyler says.

The HDDC will build 36 homes by 2005, more than 20 of them Genesis Homes that were designed specifically for the neighborhood and which fit right with the area's architectural traditions.

The homes designed for the Edwards Commons develop-



Walter Young, chairman and chief executive officer of Champion Homes, greets Donna Tyler, HDDC vice president at the opening ceremonies for Edwards Commons. (Above and opposite page) Examples of the modular homes that were set in the neighborhood. Courtesy of Genesis Homes.

ment led to the creation of Genesis' Americana Series, an entire line of homes addressing what a recent Harvard University study calls "the country's greatest housing need," new, reasonably priced housing for urban environments. The homes in the Americana Series are designed to fit seamlessly with existing urban architecture while meeting the need for small lot development, like that often found in heavily populated urban areas.

"We are honored that Atlanta's HDDC has chosen to work with Genesis," says Kevin Flaherty, vice president of marketing for Genesis Homes. "This type of housing situation is ideal for Genesis' off-site home building construction process which boasts both speed and quality. What's more, the homes we are providing for this project cost significantly less than new site-built homes in the same area."

### Coalition for Edwards Commons

To make Edwards Commons work, the HDDC formed a coalition with Bank Of America, the Enterprise Foundation and Freddie Mac. The coalition will encourage minority homeownership through community outreach initiatives, borrower counseling and low down payment mortgage options to assist area residents.

To ensure affordability, the HDDC offers subsidies to home buyers and seeks to keep construction costs down. The HDDC reduced construction costs by going modular. Each home will sell in the \$165,000-\$250,000 range, a price that compares favorably with new construction costs out-

side of the city, but is reduced when compared to new construction in nearby neighborhoods where similar homes sell in the \$280,000 - \$450,000 range.

For others seeking a solution to inner-city housing needs that involves precise design coupled with quality and affordability, Tyler recommends modular housing. "Overall it's gone smoothly. I think the biggest learning curve we faced is the speed of the factory construction. You really need to be ready for that delivery date," says Tyler. "Everything has to be coordinated." ■



## HBW... Is Your Partner for Quality & Success



"At R. Anell Housing Group, our focus is on providing a top quality product and old fashioned customer service. In maintaining this theology, we looked for a warranty company that held this same belief. Our choice was Home Buyers Warranty. Their programs outshine the competition for customer service, professional knowledge, long-term reputation and bottom line - value for our dollar."



**- Dennis Jones  
President  
R. ANELL HOUSING GROUP**



"A shared vision is essential in an effective partnership. Partners need to be able to count on each other. Trust, reliability, assurance and a proven track record topped our criteria in selecting a home warranty company. That's why our selection of Home Buyers Warranty provides us with a partner we can have confidence in. Our customers benefit from this relationship because Home Buyers



Warranty's limited 10-year structural warranty protection is provided on all Genesis Homes."  
**-Kevin Flaherty  
Vice President Marketing  
GENESIS HOMES**



**Call us today at 1-866-533-0990 or visit [www.2-10.com](http://www.2-10.com)**

HBW is a service mark of Home Buyers Warranty Corporation. © 2003 Home Buyers Warranty Corporation

For more info, circle 115 on reader response card



# Cougar Climbs High with Marketing Momentum

The overwhelming majority of single-family homes built in the United States today are still built on site, the old-fashioned way, as it were.

Of all new housing built in 2002, 94% was site built and only 3% was modular, according to the U.S. Bureau of Census' annual "Characteristics of New Housing" report.

Most builders and contractors would consider those odds overwhelming.

Grant Smereczynsky, CEO of Cougar Building Systems LLC (Cumming, GA), sees those odds as an opportunity to differentiate his business from the competition. Targeting home buyers in Georgia and upstate South Carolina, Smereczynsky opted to turn the very rarity of modular building into a tactical advantage in the

marketplace.

"We are not the first company to try systems building in this market, but I do think we bring a bit more marketing savvy to the table," says Smereczynsky.

## Educating the Public

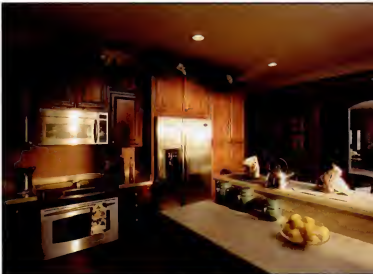
Making the transition to systems building in 1998, Smereczynsky launched a carefully orchestrated campaign to educate home buyers about its inherent advantages. His company put on home-buying seminars, developed a Web site and formed alliances with lenders and other real estate pros, which led to a 30-minute infomercial shown on local cable TV stations.

Because those who control the land often control the market, the company created subdivisions in Georgia and South Carolina, including Cougar Ridge (SC), Cougar Glen (GA), Cougar Run (GA) and Cougar at Foxwood Hills (SC). It also pursued scattered site building. To eradicate any lingering mis-

perceptions among consumers that modular homes were little more than doublewides, Cougar Building Systems showcased its custom capabilities by creating stunning model homes in its subdivisions.

The company's efforts began paying off with double-digit increases in home sales—in fact, Cougar was named Top Performing Builder for Handcrafted Homes in 2002. (Cougar also uses Genesis, Excel and Mid-Atlantic as modular suppliers.) The company also earned an increasing amount of media coverage, which was attracted by the uniqueness of its building system.

Often, however, being a pioneer doesn't come without arrows in your back. In this instance, the arrows fell on a client of Cougar. In May 2002, Howard County (GA) building officials misread a zoning map and granted a building permit to Linda and Arthur Pratt for a 2,190-sq.ft. modular home in east Hall County. The problem? The county only allowed modular homes in agri-



Cougar's new model home (and opposite page) in Hall County features upscale amenities to win over today's discerning home buyers. Courtesy of Cougar Building Systems.





cultural zoning. "On the day of the set, all hell broke loose in the neighborhood," recalls Smereczynsky. Despite a legally granted building permit, the Pratts had to plead their case to county commissioners. Smereczynsky used the opportunity to educate building officials and county commissioners. On July 7, 2002, Hall County Commissioners changed the rules and approved modular homes for all zones. "It was especially gratifying to achieve this without having to go to court," Smereczynsky says.

Cougar then focused more marketing efforts in that area by opening a new model home sales center in Hall County. "This model home sales center in Gainesville will display our quality construction methods and the advantages to building a systems-built home," Smereczynsky says.

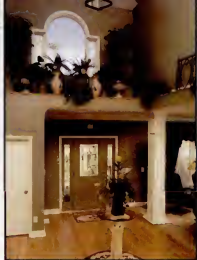
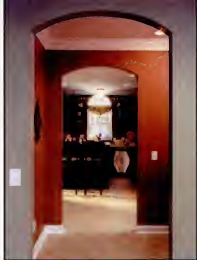
### Building Momentum

Cougar has enjoyed other successes. In October 2002, Clark Howard, a Channel 2 Action News consumer advisor for WSB-TV, Atlanta's ABC affiliate, did a segment on Cougar's building system, entitled "These Aren't Your Grandparents' Pre-fab Homes." "When you hear the term modular home, you may think trailer home. Well, now that couldn't be further from the truth," concludes Howard in his report.

The TV news segment proved to be a watershed event for Cougar. "It generated the most answered response. We got literally hundreds of calls," Smereczynsky recalls.

The attention has resulted in more sales, not only in the company's subdivisions but also with consumers owning their own land. It's also enabled Cougar to land some high-profile projects. "We are beginning work on a 10,000-sq.ft. bed-and-breakfast as well as a 9,500-sq.ft. funeral home," Smereczynsky says.

But Cougar's marketing efforts haven't stopped there. Since the company is fielding so many requests from consumers outside its marketing area, it launched a new Web site ([www.buildingsystemsnetwork.com](http://www.buildingsystemsnetwork.com)) to serve as a nationwide clearinghouse of sales leads for systems-built homes. Smereczynsky also created this network to serve as a vast resource of information on a host of issues, including how-to information on customization, sets, sales leads, marketing programs and lobbying issues. "No one helped me learn this business. The manufacturers do what they can, but most of their focus is on building product—not marketing. I'm out to change how this product is brought to market," Smereczynsky says. ■



## A · S · S · U · R · A · N · C · E

If you are a modular builder, developer or installer, you need the power of the only association dedicated to the government affairs of the Modular Housing Industry at work for your business. Now you have a voice. From Washington, D.C., to your state capital and local municipalities, the MBSA strives to keep you informed on the legislative and regulatory issues that directly effect your business.

Together we can make a difference. Call us today to become a member of the Modular Building Systems Association and experience the promise, the pledge, the guaranty. *Experience the Assurance* of the Modular Building Systems Association.

**JOIN NOW!**

For a \$250 membership fee you'll protect your future as a modular builder and start recognizing the many benefits membership has to offer

**MODULAR**  
BUILDING SYSTEMS ASSOCIATION  
BUILDING FOR TOMORROW

3029 North Front Street, Suite 301, Harrisburg, PA 17110  
Phone: 717-238-9130 • Fax: 717-238-9156  
Visit us online at: [www.modularhousing.com](http://www.modularhousing.com)

For more info, circle 116 on reader response card

# Bundling of Services Makes Modulares Work for Michigan Builder

Invariably, a home builder's success or lack of it is shaped by how the local economy is faring, the strength and knowledge of the competition and the length of the building season. Escaping these influences is as likely as avoiding death, taxes and reality TV.

In a state such as Michigan, the challenge is not how to control growth, but rather how to encourage it.

Young adults often leave for warmer climates and the promise of higher-paying jobs. Michigan's slow population growth has cost it seats in Congress and federal aid.

But the news is not all bad. The state ranks 16th in

median income nationwide, with a typical family earning \$44,667, according to the U.S. Bureau of Census. Michigan grew an average of 6.9% in population through the 1990s, which was relatively strong for this state. Add in the natural beauty and the lakes in Western Michigan, a strong draw for retirees and second homeowners, and builders can do well in an area that has otherwise seen fewer economic opportunities.

## Know Thy Numbers

Perhaps this explains why competition in Michigan is so fierce and why there has been an increase in "me too" builders who jump into the market with a pickup truck and a saw. "Seems like there are builders on every street corner," notes John VanZalen, vice president of American Manufactured Living, with offices and model homes in Jenison and Holland, MI. "The market is very competitive here."

To succeed in this market means a builder needs to be extremely price competitive, offer more design options and amenities than the guy down the street and then follow up with comprehensive hold-their-hand type service, since word of mouth in small communities can make or break you.

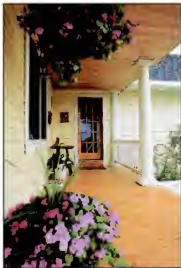
American Manufactured Living, a family-owned business with Dan Caudle at the helm as president, has successfully negotiated this challenging landscape since 1971 and made the dream of homeownership a reality for hundreds of home buyers in the process. This is an impressive achievement in a business that sees its fair share of builders go under and then open again the

next day under a different name.

American Manufactured Living, which offers both HUD-code and model-code complying structures from well-known companies such as Pinnacle Building Systems, Hart Housing, Four Seasons and Patriot Homes, sold and turnkeyed 55 modular homes in 2002—a 36% increase in sales from the previous year—and sold four times that many in HUD-code units. The company accomplishes this with a staff of 23. VanZalen attributes much of the company's success to the economies of scale and efficiency that factory building offers as well as in-house sales and pricing programs that speed up the process.

"Customers coming in to see us want to know why they should consider modular homes versus a site-built home," says VanZalen. "Our homes are simply built better than what most site builders are offering. Our fit and finish and the quality of materials is just far superior. Our standard specs are better than our competitors. And when you come down to it, this allows us to save them money on a per square foot cost. We can save them anywhere from 5% to 10%. The bigger they go—the larger the house size—the more we can save them. Anything over 2,000 square feet, they can save big, as much as 10% or 15%. And we can build them their house in half the time."

After 32 years in the business, the company has seen some changes in the modular side of the business. "On the modular side, it really is better than it has ever been—both in the appeal of what they are offering and the amount of people interested in it," says VanZalen. "Every year they are improving their product and accomplishing some very interesting things. Pinnacle is offering 9-foot ceilings, different layouts and floor plans, interesting rooflines. We have moved away from the two box ranch design. We are putting far more character into the design of these homes. As a result, we're seeing more sales."



Some of the designs American Manufactured Living has found successful in its market. Courtesy of Pinnacle Building Systems.



## Customization is King

Nearly all of American Manufactured Living's modular customers want a fully custom design. "The unique thing is that Pinnacle does custom floor plans most of the time. And the neat thing is we can do that better than anyone. We can have a custom floor plan priced out and drawn within a week's time. Nobody in our market can compete with that. It's nice for getting customers off the street," VanZalen says.

Plus, the plethora of options and amenities doesn't hurt when closing a sale. For instance, Pinnacle offers more than 150 different front doors as well as the whole line of Kenmore appli-

cances. "And we can get that total cost to a customer in less than a week. Most site builders would be hard pressed to compete with that—either in timing or on price," VanZalen says. ■

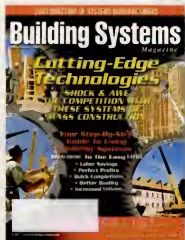
## Modular Home Callbook Index

ABC Modular Log Homes . . . . .	40	Marcoux Homes . . . . .	44
All American Homes . . . . .	40	Modular Structures of PA . . . . .	44
Apex Homes . . . . .	40	Mod-U-Kraf Homes . . . . .	44
Cardinal Homes . . . . .	40	Norse Building Systems . . . . .	44
Carolina Building Solutions . . . . .	41	Nationwide Homes . . . . .	44
Chelsea Modular Homes . . . . .	41	New Era Building Systems . . . . .	44
Crest Homes . . . . .	41	Pengrove Building Systems . . . . .	45
Crestline Homes . . . . .	41	Pinnacle Building Systems Corp. . . . .	45
Customized Structures . . . . .	42	Penn Lyon Homes . . . . .	45
Design Homes . . . . .	42	R-Anell Custom Homes . . . . .	45
Epoch Corp. . . . .	42	Ritz-Craft Corp. of PA . . . . .	45
Genesis Homes . . . . .	42	Rochester Homes . . . . .	46
Haven Homes . . . . .	42	Signature Building Systems . . . . .	46
HandCrafted Homes . . . . .	42	Simplex Industries . . . . .	46
Heckaman Homes . . . . .	43	Sun Building Systems . . . . .	46
Homes by IBS . . . . .	43	Unibilt Industries . . . . .	46
Integrity Building Systems . . . . .	43	Wardcraft Homes . . . . .	46
Keiser Industries . . . . .	43	Westchester Modular Homes . . . . .	47
Liberty Homes . . . . .	43	Winalta USA . . . . .	47
Manorwood Homes . . . . .	43		

## Getting Started

If you're a traditional site builder contemplating using modular technology, begin by touring factories so you can learn first-hand about a manufacturer's fabrication processes, the types of designs they offer and what markets are open for representation.

If you decide it's a career path for you, modular manufacturers will take you through an orientation of their program for builders and developers. In these two- or three-day programs, manufacturers will detail their marketing strategies, explain their co-op advertising programs, offer computer training, quiz you on local building codes in your market and review how home orders are placed. See this issue's Modular Home Callbook on the following page for details on what markets are open for builder representation.



# Building Your Business is Our Business

## Log Home Living

The premier and only monthly consumer log home magazine. A highly respected resource for builders, manufacturers, suppliers and home buyers.

Advertising Information:  
800.826.3893 x261  
Subscriptions: 800.234.8496  
[www.loghomeliving.com](http://www.loghomeliving.com)

## Timber Frame Homes

The premier quarterly publication dedicated to the art and lifestyle of timber framing.

Advertising Information:  
800.826.3893 x261  
Subscriptions: 800.294.7006  
[www.timberframehomes.com](http://www.timberframehomes.com)

## Building Systems Magazine

The only resource specifically written for the systems-built housing industry. Be sure you're receiving your own copy. See subscription offer in this issue.

Advertising Information:  
800.336.9548  
[www.buildingsystems.com](http://www.buildingsystems.com)

For more info, circle 117 on Reader Response Card



# Modular Home Callbook



**BUILT BETTER. THE ALL AMERICAN WAY™**

Focusing on the needs of our builders, building top quality homes, and delivering what we promise has made All American Homes® the nation's largest systems-built home-builder. Whether your market calls for modest ranches, elegant two-stories, multifamily projects or anything in between, we have a 30-plus year track record of outstanding service and steady growth.

We have over one million square feet of production space in eight factories located in Iowa, Indiana, Colorado, North Carolina, Tennessee, Kansas, Ohio, and Virginia. Join a builder network that's over 450 strong and benefit from our unsurpassed purchasing power and innovative marketing and sales support. Check out our website and contact us today for more information about how establishing a relationship with the nation's leader can reduce your subcontractor headaches and improve your profits.

**www.allamericanhomes.com**

Mike Donley, Marketing Manager  
260-724-8044  
309 S. 13th Street,  
Decatur IN 46733

**mdonley@allamericanhomes.com**

For more info. circle 118 on Response Card



ABC Modular Log Homes  
Mifflinburg, PA 17844  
TEL: 1-800-514-4114  
FAX: 1-570-966-4113  
E-mail:  
gorren@abcmodularloghomes.com  
Web site:  
www.abcmodularloghomes.com

**A Better Home  
At A Lower Cost  
With Less Maintenance**

## Dealers Wanted

**for the First Modular Insulated Log Home on the Market!**

ABC manufacturers a complete line of Modular Log Homes, built to the customer's floor plans (BOCA specs) inside the controlled environment of a state-of-the-art factory. Advantages include the look of logs inside and out, 2 to 8 week construction time, easier financing, tighter home with less maintenance, and cost less per sq.ft. with no shrinkage problems. You can earn higher profits, more volume with fewer employees and hassles. Contact **George Gorren** today at E-mail (above) or call **Toll Free: 1-800-514-4114**

For more info. circle 119 on Reader Response Card



APEX HOMES, INC.  
247 US Hwy 522N  
Middleburg, PA  
TEL: 1-800-326-9524  
**www.apexhomesinc.com**

**"Systems Built  
Technology  
at its best"**

For more info. circle 120  
on Reader Response Card

Apex Homes Inc. is a true "SYSTEMS-BUILT" manufacturer that incorporates both Modular & Panelized technology into 65% of the homes we manufacture. This allows for the utmost in customization. APEX is at ease building both the modest "Starter" home as well as the "Million Dollar - ONE OF A KIND" home that most manufacturers shy away from building. Thus, making APEX HOMES one of the most diversified companies in the industry. Call us to find out how Competitive pricing and Customization techniques can result in higher profits! Visit our Web site at: **www.apexhomesinc.com**

**MARKET AREAS:** PA, NJ, NY, CT, MA, VT, ME, NH, RI, MD, DE, VA, WV, OH, NC, SC, MI

# Cardinal Homes, Inc.

P. O. Box 10  
525 Barnesville Highway  
Wylliesburg, VA 23976  
Tel: 434.735.8111  
Fax: 434.735.8824  
Web: **CardinalHomes.com**

**Info@CardinalHomes.com**



**MARKET AREAS:** VA, WV, NC, SC



**CardinalHomes.com**

## We Can...

- Customize floor plans with many options
- Build quality single and multi-family residential homes as well as commercial structures.
- Eliminate construction delays due to the weather
- Guarantee an Exclusive Builder Territory
- Lower your overhead
- Provide valuable homebuyer

For more info. circle 121 on Reader Response Card



# Modular Home Callbook

Custom Dream Homes...Built Better by

Chelsea Modular Homes, Inc.



A national award-winning manufacturer and designer of distinctive custom modular housing, Chelsea Modular Homes caters to professional builders and developers looking for design flexibility and increased profits. A full-time, in-house architect, a modern manufacturing facility second to none, and a wide range of features and options, give Chelsea the capability to build modular housing, which will meet the needs of most market segments, from 800 sq.ft. to 5,000+ sq.ft.

Chelsea Modular Homes, Inc. P.O. Box 1108, Rte. 9W, Marlboro, NY 12542

tel.: 845-236-3311 fax: 845-236-4881 email: info@chelseamodular.com

web site: www.chelseamodular.com

Market Areas: CT, MA, ME, NH, NJ, NY, PA, RI, VT For more info, circle 122 on Reader Response Card

When Quality Counts,  
Builders Count on



CRESTLINE HOMES  
INCORPORATED

Since 1984, Crestline Homes, Inc. has been known for quality systems built modular structures. If you are a builder who is considering a systems built product for your next single family, multifamily, or commercial project, you owe it to yourself to call Crestline. We have the experience you need and the quality products that you deserve.

Crestline Homes Incorporated

A Subsidiary of The Jim Walter Housing Group  
Walter Industries, Incorporated

Laurinburg, North Carolina  
Contact Bill Via, Sales and Marketing Manager  
1-800-366-2981, Ext. 251

Serving quality builders in NC, SC, GA, VA, TN



For more info, circle 124 on Reader Response Card



## Carolina Building Solutions

is an established and inventive design leader in the rapidly evolving modular building industry. Our experienced team is dedicated to meeting a company-wide goal—that of providing high quality and stylish homes through today's most **innovative home building systems.**

Superior value is accomplished through superior efficiency. Our

**custom-engineered**

**modules** and panelized elevation components streamline the construction process. This saves time and expense on your building site.

Unique and special home designs are closer than you think at **Carolina Building Solutions.**

Market Areas: NC, SC, VA, WV, GA, TN



Innovative Homebuilding Systems

1-800-749-5203

For more info, circle 123 on Reader Response Card

P.O. Box 3339  
220 Ryan Park Dr.  
Salisbury, NC 28154  
sales@cbsmods.com



Crest Homes offers a complete line of modular single- and multifamily housing units and services designed for builders in the Northeast, Mid-Atlantic and Midwest markets. These designs and services,

along with brand-name products, select high-quality materials and a highly skilled work force, enable Crest Homes to provide its builders with highly profitable business opportunities. Attention to details, built-in value and ease of completion make Crest different from the rest. Crest Homes offers display home programs, co-op advertising programs, volume allowance programs and many other builder-friendly services. Crest operates two large, modern manufacturing facilities to serve its builders. If you are looking for new opportunities or a new supplier, call the builder's builder, Call Crest Homes or visit our Web site at [www.cresthomes.com](http://www.cresthomes.com).

For more info, circle 125 on Reader Response Card

**Crest Homes**  
30 Industrial Park  
Milton, PA 17847  
TEL: (800) 927-4567  
FAX: (570) 742-0351  
Contact: Sheldon Walter  
P.O. Box 1218  
Middlebury, IN 46540  
TEL: (800) 488-9185  
FAX: (574) 825-7569  
Contact: Jeff Miller  
2225 S. Holden Rd.  
Greensboro, NC 27405  
TEL: (336) 315-3257  
FAX: (336) 315-3324  
Contact: Pete Jewell

# Modular Home Callbook



**Customized Structures Inc.**  
P.O. Box 884  
Claremont, NH 03743  
TEL: (800) 523-2033  
FAX: (603) 542-5650  
Contact: Denis Chabot  
Web site: [www.custruct.com](http://www.custruct.com)

For more info, circle 126  
on Reader Response Card

With more than a decade of service to New England, Customized Structures Inc. continues to be at the forefront of innovative design, consistently high quality and value for the dollar. Whether planning a large, affordable housing subdivision or marketing move-up housing, Customized Structures Inc. has the facility (over 100,000 sq.ft.) and experience to produce any project on time while assuring profitability to you.

Production capabilities integrate both modular and paneled systems to produce residential and commercial components to fit any style and any budget. All homes are marketed to the retail buyer through independent builders throughout New England. The company maintains the responsibility for the delivery and setting of all products it manufactures.

**MARKET AREAS:** ME, NH, MA, RI, VT, CT



**Epoch Corporation**  
P.O. Box 235, Route 106  
Pembroke, NH 03275  
TEL: (877) 60 EPOCH  
FAX: (603) 225-8329  
Web site:  
[www.epoch-corp.com](http://www.epoch-corp.com)

For more info, circle 128  
on Reader Response Card

Epoch Corporation is New England's premier builder of award-winning, custom-designed single and multifamily homes, office buildings and commercial structures. Energy-efficient 2x6 construction, superior workmanship and extensive design capabilities allow our architects, builders and developers to satisfy today's discriminating buyer.

Building inside Epoch's plant means materials are protected from the elements. No weather delays, no chasing subcontractors, no theft of materials on site. From start to finish, you have control over every project.

Request our free video. See for yourself how Epoch can bring you home, beautifully, on time and on budget.

**MARKET AREAS:** New England and Eastern New York



For more info, circle 130  
on Reader Response Card

## HAND CRAFTED HOMES

AN HHHUNT COMPANY



- Custom Single-family homes
- Commercial and Multi-family projects
- Custom Design Capabilities
- Exclusive Builder Territories
- Superior Builder Support
- State-of-the-art Production Facility

**Market Areas:**  
NC, SC, VA, GA, TN, DE, MD

101 Eastern Minerals Road, Henderson, NC 27536

TEL: (877) 424-4321 • FAX: (252) 430-6662

[www.handcraftedhomes.com](http://www.handcraftedhomes.com)

**Changing the Way You Think About Homebuilding**



## Design Homes

11 Edwards Drive  
Bloomsburg, PA 17815  
(800) 242-5377  
(570) 752-1001  
(570) 752-1013 Fax  
[www.designhomesllc.com](http://www.designhomesllc.com)  
Contact: Curtis Martz

**BUILDING BY DESIGN:** For two decades Design Homes has earned a reputation for creating and building exceptional custom homes. Choose from one of our floor plans or Design your own.

**VALUE BY DESIGN:** Design Homes has built thousands of custom homes with all the Quality, Craftsmanship and Design flexibility that the housing market demands and your customers will Value.

**FUTURE BY DESIGN:** We are aware of the changing desires and needs of todays builders and homeowners. Design Homes meets this challenge with Innovative advances in construction technology.

Be Part of the future of Design Homes by joining our team Today.

We are ready to serve you and your customers.

**MARKET AREAS:** PA, NY, CT, MA, NH, VT, ME, NJ, MD, DE, VA and WV

For more info, circle 127 on Reader Response Card



IT'S HOMES  
LIKE OURS  
THAT ATTRACT  
BUILDERS LIKE YOU.

- We have customers who want to live in Genesis homes and we need builders like you to put our homes on the market.
- Benefit from our extensive services, profitable processes, faster cycle times and qualified leads.
- Our clean and efficient off-site construction process removes the headaches of building the traditional way.

**GENESIS**  
HOMES

Build Better. Build Faster.

CALL TODAY-1.866.241.2230

Circle 129 on Reader Response Card

OR VISIT [genesishomes.com](http://genesishomes.com)



## Haven Homes

554 Eagle Valley Road  
Route 150, P.O. Box 178  
Beech Creek, PA 16822  
TEL: (570) 962-2111  
FAX: (570) 962-3181  
info@havenhomes.com  
(Email)



**Haven Homes** has more than 31 years of modular construction experience and has been recognized as a technical innovator in modular structure manufacturing. To date Haven Homes has produced more than 12,000 custom designed homes and commercial structures. Its product line includes single-family homes, condominiums, offices, medical clinics, education centers, motels and convenience stores. Quality will always be key at Haven Homes since our customers' reputations are at stake.

For a builder's kit, including design and floor plan book, contact Haven Homes via telephone, fax, e-mail or letter.

**HAVENHOMES**

**MARKET AREAS:**  
New England, Mid-Atlantic States

For more info, circle 131 on Reader Response Card

# Modular Home Callbook



**Heckaman Homes**  
2676 E. Market Street  
Nappanee, IN 46550  
TEL: (574) 773-4167  
FAX: (574) 773-2546  
Contact: Larry Lant  
Web site:  
[www.heckamanhomes.com](http://www.heckamanhomes.com)

For more info. circle 132  
on Reader Response Card

With 30 years of experience, Heckaman Homes remains a leading manufacturer of "TRUE" modular homes. Heckaman takes pride in our highly skilled employees, which include delivery, set, finish, and service crews. Located in Nappanee, Indiana, our manufacturing facility utilizes top brand-name products such as Andersen, Merillat and CertainTeed. Building more than 600 homes annually ranging from 1,000 to 2,850 square feet, our popular and innovative designs include ranch, Cape Cod and two-story models that meet all state and local codes. Heckaman Homes are sold exclusively through an established network of experienced local builders.

**MARKET AREAS:** IN, MI, IL, OH



STATE - OF - THE - ART

# MODULAR



- Large & growing gallery of home designs
- Customization and flexibility
- High quality, brand name materials

Toll Free: 866.427.4676 [www.homesbyibs.com](http://www.homesbyibs.com)

574.825.4206 • 51700 Lovejoy Drive • Middlebury, IN 46540

**MARKET AREA:** Most Midwestern States

For more info. circle 133 on Reader Response Card



234 Park Drive  
Montgomery, PA 17752  
1-800-553-4402  
[www.integritybuild.com](http://www.integritybuild.com)  
[sales@integritybuild.com](mailto:sales@integritybuild.com)

**Every home  
should be built  
with Integrity!**

For more info. circle 134 on Reader Response Card



- ◆ 140 Years of Combined Experience
- ◆ Custom Modular Construction
- ◆ Commitment to Excellence
- ◆ Exceptional Value
- ◆ Superior Quality
- ◆ Distinguished Customer Service

**MARKET AREAS:** From VA to MA



Five plant locations building single-family modulars with a wide selection of floorplans and over 60 years of building experience. Our superior design, engineering and manufacturing facilities combined with name brand products and materials ensure that all of the discriminating needs of today's buyer can be fulfilled.

Stringent quality control of all materials and building practices and rigid scheduling are keys to delivering a home package that is ready to put on site when you need it—on your schedule. All homes are assembled as completely as possible to ease the finish on site with a minimum crew.

The experienced sales staff at any of the five locations are available to discuss a program that can be customized to meet the needs of your area. From floorplans to optional amenities to exterior styling, we are ready to serve your housing needs.

**Dorchester Homes**  
P.O. Box 110  
Dorchester, WI 54425  
715.654.8365

**Liberty Homes Inc.**  
203 S. Huntington  
Syracuse, IN 46567  
574.457.3121

**Liberty Homes Inc.**  
101 Old Wellhouse Road  
Statesville, NC 28677  
704.875.2001

**Liberty Homes Inc.**  
21 South Groffdale Road  
Leola, PA 17540  
717.656.2381

**Liberty Homes Inc.**  
P.O. Box 18  
Yoder, KS 67585  
620.863.2107

For more info. circle 136 on Reader Response Card



**Keiser Industries Inc.**  
P.O. Box 9000, Rt 121  
Oxford, ME 04270  
Phone: (888) 333-1748  
Fax: (207) 539-0944  
Web site:  
[www.keisermaine.com](http://www.keisermaine.com)

For more info. circle 135  
on Reader Response Card

Utilizing innovative designs and the highest quality craftsmanship Keiser Industries provided the New England housing market with single & multifamily residential housing, as well as light commercial structures. Floor plans range from traditional simple cottages to elegant elaborate manors. Standard plans can be modified or custom planning can be engineered to meet the needs of the most selective homebuyers. All residential projects receive a customized warranty package.

At Keiser Industries we provide industry-leading customer service & sales support, factory-trained delivery and set crew, co-op advertising and marketing support, plus sales and product training.

For more information visit our web site at [www.keisermaine.com](http://www.keisermaine.com) or call us at (888) 333-1748.

**Keiser Industries—Quality, Value, Innovation**

**MARKET AREAS:** ME, MA, NH, VT, CT, RI



**Manorwood Homes**  
P.O. Box 169  
Pine Grove, PA 17963  
Tel: (800) 445-4898  
Contact: Joe Muldowney,  
General Manager

E-mail:  
[info@manorwoodhomes.com](mailto:info@manorwoodhomes.com)  
Web site:  
[www.manorwoodhomes.com](http://www.manorwoodhomes.com)

Manorwood Homes builds single-family modular homes and offers a broad selection of floor plans, as well as customized homes for retail orders. Manorwood provides many options; floor plan complexity and flexibility; and architectural features such as arches, columns and alcoves. Manorwood Homes has steadily grown based on our mission of offering exceptional value and consistent quality in custom modular housing.

**MARKET AREA:** CT, DE, MA, MD, ME, NC, NH, NJ, NY, OH, PA, VA, WV, VT

For more info. circle 137 on Reader Response Card



# Modular Home Callbook



**MARCOUX HOMES**  
1380 Boulevard Bachon Nord  
Sainte-Marie Beauce, Quebec  
G6E 1N4  
Tel: 1-877-977-3322  
Fax: (418) 387-7592  
U.S. Tel: 1-800-944-0616  
Fax: (207) 832-6581  
Contact: Dan Etheridge  
[www.marcoouxhomes.com](http://www.marcoouxhomes.com)

**Marcoux Homes** is one of Canada's and the New England States' premier builders of custom single-family and multi-family homes. Using innovative designs and the highest quality craftsmanship, Marcoux Homes is a builder's dream to increase both reputation and the most profit per square foot in the building industry.

At Marcoux Homes, our builder/distributors benefit from the industry's best customer service, marketing, sales and training support along with factory trained delivery and setup crews. With our generous co-op advertising and rebate programs, you should contact us today so you can profit tomorrow.

**MARKET AREAS:** Massachusetts, Maine, New Hampshire, Vermont and Connecticut.

For more info, circle 138 on Reader Response Card



**NEW! Over 80 Designs**  
**Hundreds of Options & Upgrade Features**

- Builder & Developer Programs
- Design flexibility by working with your plans
- Meet timely construction deadlines without cost overruns.



1-888-MOD-KRAF [www.mod-u-kraf.com/bs.htm](http://www.mod-u-kraf.com/bs.htm)

**MARKETING AREA:** DE, GA, E KY, MD, NC, SE OH, S PA, SC, E TN, VA, WV



**Modular Structures of Pennsylvania Inc.**  
259 South Old Trail  
Sellingsgrove, PA 17870  
TEL: (570) 743-2012  
FAX: (570) 743-2018  
Contact: Bill James  
Web site: [www.mslofpa.com](http://www.mslofpa.com)  
**A Better Home**  
**At A Lower Cost**  
**with Less Maintenance**

MSI is a full-line custom modular manufacturer. Products include single and multi-family residential construction with approvals for steel applications. The management team offers over 100 years of combined industry experience. MSI prides itself with its hand-stained molding packages, and floorplan designs which set it apart from its competition. Located in central PA, MSI is within shipping distance of all the New England and Mid-Atlantic states. All MSI products come with a factory guarantee and an insured structural guarantee which may be extended up to 30 years by the end user. MSI also prides itself for its before and after the sale communications with its builder network. Call today and find out more about becoming an MSI builder/dealer.

**MARKET AREAS:** New England, Mid-Atlantic States, OH, MI & NC

For more info, circle 139 on Reader Response Card



**Nationwide Custom Homes**  
1100 Rives Road  
P.O. Box 5511  
Martinsville, VA 24115  
TEL: (800) 216-7001  
FAX: (276) 666-2537  
Contact: James Seekford  
[www.nationwidecustomhomes.com](http://www.nationwidecustomhomes.com)

For more info, circle 141 on Reader Response Card

At Nationwide Custom Homes we believe if you put the word custom in your name you better live up to it. Face it, a cookie cutter house is probably not what your customer has in mind when they are looking for a new home. Nationwide Custom Homes thrives on providing you with the custom floor plans, elevations, features and options that your market demands. Start with one of our 70 floor plans, or have us customize your clients plans to fit their taste and see how Nationwide Custom Homes can turn the ordinary into the extraordinary. To find out more just call (800) 216-7001 or visit us on the web at [www.nationwidecustomhomes.com](http://www.nationwidecustomhomes.com)

**MARKETING AREAS:**

(SW) OH, GA, KY, NC, SC, VA, WV,  
MD, (SE) PA, TN, FL, AL



**P. O. Box 269**  
451 Southern Ave.  
Strattonville, PA 16258  
Tel: (800) 678-5581  
(814) 764-5581  
Fax: (814) 764-5658  
[www.new-era-homes.com](http://www.new-era-homes.com)

Contact: Ryan Blish,  
Director of Sales

Award winning designs, unsurpassed product quality and outstanding support combine to provide you with everything you need to create a factory building business that will set you apart from your competition.

At the heart of this is a hard-working team of professionals dedicated to providing you with a complete business system that will help you to be more productive and more profitable. Because of this outstanding support team, New Era is able to provide you with dynamic builder support programs and the most comprehensive sales and marketing support in the industry.

Give us a call today and learn more about how being a New Era Team Member can set you apart from your competition.

**MARKET AREAS:** PA, NY, CT, MA, NH, VT, ME, NJ, MD, DE, VA, WV, NC, SC, OH, MI  
For more info, circle 142 on Reader Response Card



**Norse Building Systems**  
1100 Barnett Road  
Ladysmith, WI 54948  
TEL: (715) 532-0600  
Toll free: (800) 960-7738  
FAX: (715) 532-0660  
E-mail:  
pswanson@norsehomes.com  
Web site:  
[www.norsehomes.com](http://www.norsehomes.com)

**CUSTOM MODULAR AND PANELIZED HOMES**

NORSE BUILDING SYSTEMS can provide both modular and panelized components for your commercial or residential projects. Norse's state-of-the-art manufacturing facility in Ladysmith, Wisconsin will quickly and efficiently build modules or wall panels to your custom specifications.

Please call us at 1-800-960-7738 so that we can provide you with the information that will make your next project more profitable.

**Combining traditional craftsmanship with new building technology.**  
**MARKET AREAS:** WI, MN, IL, IA, MI

For more info, circle 143 on Reader Response Card

Web site: [www.norsehomes.com](http://www.norsehomes.com)





# Modular Home Callbook



**Pengrove Building Systems Inc.**  
1 Mauro Avenue  
P.O. Box 579  
Knox, PA 16232  
TEL: (800) 340-2246  
FAX: (814) 797-1064

For more info, circle 144  
on Reader Response Card

Pengrove Building Systems Inc., located in Knox, PA, is a manufacturer of quality standard and custom modular homes. Our commitment to quality and builder/dealer support is second to none. Our manufacturing and sales personnel are among the most experienced in the industry. Our sales areas include New England, Mid-Atlantic, Ohio, Michigan, North Carolina and South Carolina. For more information, call 1-800-340-2246.

Web site: [pengrovebuildings.com](http://pengrovebuildings.com)

**MARKET AREAS:** New England, Mid-Atlantic, OH, MI, NC & SC



**Pinnacle Building Systems**  
P.O. Box 1129  
1103 Maple Street  
Bristol, IN 46507  
TEL: (888) 663-4897  
FAX: (574) 848-0205  
**CONTACT:**  
Larry Young,  
VP Sales and Marketing

**Pinnacle Building Systems** is a company dedicated to building high-quality homes with affordable prices. Our product line-up includes ranch, Cape Cod, two-story, vacation, accessible, multi-family homes, and offices. Choose from a variety of standard floorplans or we can customize and build your plan. We offer top-of-the-line specifications and familiar brand names. Our aim is to provide the best value in the industry – feature for feature, dollar for dollar.

Web Site: [www.modguys.com](http://www.modguys.com)  
E-mail: [pinnacle@modguys.com](mailto:pinnacle@modguys.com)

**MARKET AREAS:** IN, MI, OH, IL, KY, IA

For more info, circle 146 on Reader Response Card



## Built Smarter, Built Better



For more info, circle 145  
on Reader Response Card

### Join the Penn Lyon Homes Team of Independent Builders and Developers.

Single family homes & Multifamily projects • Unlimited Materials & Design Flexibility  
Commercial Buildings, Classrooms, Medical Facilities, Offices

101 Airport Road • Selinsgrove, PA 17870 • (800) 788-4754 • FAX: (570) 374-6053  
[www.pennlyon.com](http://www.pennlyon.com) • E-mail: [plhhomes@pld.net](mailto:plhhomes@pld.net)

**MARKET AREAS:** Northeast and Mid-Atlantic Regions



**Ritz-Craft Corporation**  
P.O. Box 70  
Mifflinburg, PA 17844  
TEL: (800) 326-9836  
FAX: (570) 966-9248  
**Contact:** Gary Ames &  
Dave Lovell  
Multifamily Sales: Al Pringle

Ritz-Craft, founded in 1954, serves 23 states throughout the East, South and Midwest from four production centers. Using more than 500,000 square feet of climate-controlled manufacturing facilities, Ritz-Craft builds ranch, Cape Cod, two story, vacation and multifamily housing of unsurpassed quality and value. Buyers can choose from hundreds of standard plans or build custom plans using thousands of distinctive options, such as rounded walls, tray ceilings, columns and arches. Marketing support materials are supplied to all Ritz-Craft builders.

Web site: [www.ritz-craft.com](http://www.ritz-craft.com) • E-mail: [info@ritz-craft.com](mailto:info@ritz-craft.com)

**MARKET AREAS:** ME, NH, VT, MA, CT, RI, NY, PA, NJ, DE, MD, VA, WV, MI, OH, IN, IL, WI, KY, TN, NC, SC

For more info, circle 147 on Reader Response Card

## R-Anell Housing Group, LLC

PO Box 429 (3549 N. Hwy. 16)  
Denver, North Carolina 28037  
TEL: (704) 483-5511  
FAX: (704) 483-5674  
Contact: Darrell Mullinix  
Web Address: [www.r-anell.com](http://www.r-anell.com)



For over thirty years R-Anell Housing Group has been a pioneer in design and construction in systems built homes. R-Anell has earned its reputation for innovative leadership in construction winning awards from NAHB-BSC home design, NC Sir Walter Raleigh Award for urban home design and HMI Modular home design.

R-anell offers a wide selection of energy star ready floor plans including single family homes, modular construction, town homes, apartments, condominiums and commercial office buildings.

**Over 21,000 families enjoy living in R-Anell built homes.**

Market Areas: NC, SC, VA, TN, GA



For more info, circle 148 on Reader Response Card

# Modular Home Callbook



**Rochester Homes** of Indiana, a family-owned manufacturer of homes since 1972, offers several standard plans to choose from in ranch, Cape Cod, full two-story and multi-family structures. Customization is but one of hundreds of options offered by Rochester Homes. Time efficiency, controlling on-site cost overruns, sales support and service support are all reasons why you should consider Rochester Homes as your manufacturer for your next project.

## Rochester Homes

P.O. Box 587, 1345 N. Lucas Street • Rochester, IN 46975  
Phone: (800) 860-4554 or (574) 223-4321 • Fax: (574) 223-1655  
Visit our web site: [www.rochesterhomesinc.com](http://www.rochesterhomesinc.com)  
Contacts: Keith Manuel, Bruce Bowsher, Dave Reynolds, Steve Arnold  
Actively serving Indiana, Illinois, Michigan, Ohio and Wisconsin.

For more info, circle 149 on Reader Response Card



**SIMPLEX Industries Inc.**  
1 Simplex Drive  
Scranton, PA 18504  
TEL: (570) 346-5113  
(800) 233-4233  
Contact: Dave Boniello,  
VP of Sales and  
Marketing

E-mail: [simplexsales@simplexind.2y.net](mailto:simplexsales@simplexind.2y.net) Web site: [www.simplexind.com](http://www.simplexind.com)

Our "SIMPLEX Quality Standards" are your assurance of quality designs, quality materials, quality craftsmanship and quality results. For more than 30 years, home builders and developers have relied on our two manufacturing facilities for a wide variety of single-family homes, multifamily units, townhouses and light commercial buildings. SIMPLEX provides a wide variety of products, programs and services designed to increase sales and improve profitability.

**MARKET AREAS:** PA, NJ, MD, DE, VA, NC, SC, GA, WV, DC, NY, CT, RI, MA, VT, NH, ME

For more info, circle 151 on Reader Response Card



**Unilbit Industries Inc.**  
P.O. Box 373,  
4671 Poplar Creek Road  
Vandalia, OH 45377  
TEL: (937) 890-7570  
FAX: (937) 890-8303  
Contact: Tom Shaw  
Web site: [www.unilbit.com](http://www.unilbit.com)

For more info, circle 153 on Reader Response Card

Unilbit Industries Inc. is Ohio's oldest and largest manufacturer of high-quality homes. The company's state-of-the-art manufacturing facility combines skilled craftsmanship with the efficiencies of a perfectly controlled environment to produce an average of fifteen homes a week.

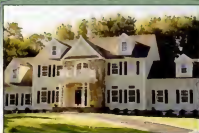
Unilbit homes are marketed through a network of factory recognized independent builders. Builders enjoy exclusive market territories and Unilbit's in-house advertising department provides professionally prepared print, P.O.P. and broadcast marketing support. Builders also earn co-op advertising funds.

Unilbit offers builders over 150 standard plans or they may take advantage of the company's "Customizer Design" services.

**MARKET AREAS:** OH, IN, WV, KY and MI

## Signature Building Systems, Inc.

Manufacturing the American Dream



Plan a trip to Signature Building Systems and be amazed by our newly expanded, state-of-the-art factory. Unlike other manufacturers, we have the ability and the facility to customize our production, prints and pricing. We offer single, multi, commercial and upscale housing. Join Signature Building Systems today and increase your profits for tomorrow!

1004 Springbrook Ave.  
Moosic, PA 18507  
TEL: (800) 231-8713  
TEL: (570) 774-1000  
FAX: (570) 774-1010  
Contact: Jerry J. Bell

176 Academy Road  
St. George, SC 29477  
TEL: 843-636-9101  
FAX: 843-636-9125  
Contact: Terry L. Fisher,  
Sales Manager

VP Builder Sales [terry@signaturecustomhomes.com](mailto:terry@signaturecustomhomes.com)  
[www.signaturecustomhomes.com](http://www.signaturecustomhomes.com)

**MARKET AREAS:** NH, VT, MA, CT, RI, NY, NJ, PA, VA, WV, DE, MD, NC, SC, GA, FL

For more info, circle 150 on Reader Response Card

## Marketing throughout the Northeast from Virginia to Maine.

### 20,000 Homes and Growing!\*

\*Sun Building Systems has built over 20,000 homes since 1973 including Residential Single Family and Multi Family Housing.

Sun offers quality crafted modular homes plus:

- Model Home Program
- Volume Rebate
- Sales Support
- Company Set Crew



#9 Stauffer Industrial Park  
Taylors, PA 18517



For more info, circle 152 on Reader Response Card

[www.sunmodular.com](http://www.sunmodular.com) 1-888-740-8218, ext. 25



**WARD CRAFT HOMES**

P.O. Box 55  
Clay Center, KS 67432  
Tel: (913) 390-1700, ext. 15  
Contact: Zach Jones  
[www.wardcraft.com](http://www.wardcraft.com)

For more than 30 years Wardcraft Homes Inc. has been building the Midwest's finest custom-designed modular homes. Family-owned and operated, we use the finest materials available and are able to closely supervise construction to ensure our end product exceeds everyone's expectations. Our homes meet or exceed U.B.C. code, are VA/VHA approved and are covered by R.W.C. 10-year modular warranty. Two-plant capacity, single or multi units, one piece or modular, we can suit your needs. For more information about this exciting company, call today!

Call today or log on to our Web site for a FREE brochure.

**MARKET AREAS:** MO, KS, CO, NE

For more info, circle 154 on Reader Response Card



**WESTCHESTER MODULAR HOMES INC.**  
30 Reagans Mill Road  
Wingdale, NY 12594  
TEL: (845) 832-9400 or  
(800) 832-3888  
FAX: (845) 832-6698  
Contact: Nancy Bartholomew,  
Builder Services

For more info, circle 155  
on Reader Response Card

Westchester Modular Homes Inc., a premier manufacturer of high-quality modular homes, provides the Northeast market with a wide selection of single- and multi-family homes. Westchester, regarded as the "custom builder's manufacturer," specializes in detail-oriented design with such features as two-story vaulted entryways. In addition to quality workmanship, Westchester provides its builder base with exclusive sales territories, an excellent customer service department, factory-trained delivery and set crews, construction and permanent financing, co-op advertising, model home programs and professional marketing support.

**MARKET AREAS:** New England, NY, NJ, PA

Visit our web site at [www.westchestermodule.com](http://www.westchestermodule.com),  
or e-mail to [info@westchestermodule.com](mailto:info@westchestermodule.com).

## Building on our Reputation

Drawing on over 30 years of experience in building exceptional, quality homes, Winalta USA is proud to produce customized modular homes of distinction. Our commitment to craftsmanship can be found in our designs, our 198,000 square foot state-of-the-art manufacturing facility, and in our finished homes. To find out more about what sets us apart and how you can become one of our select builder/developers, contact:



Winalta USA  
1251 - 12th St SE  
Linton, IN 47441  
Phone (812) 847-7721  
Fax (812) 847-7724  
[winaltausa@indiana.net](mailto:winaltausa@indiana.net)

**Free Info Pak  
Call Today**

Alabama  
Georgia  
Illinois  
Indiana  
Kentucky  
Michigan  
Missouri  
Ohio  
Tennessee



For more info, circle 156 on Reader Response Card

## Modular Briefs

*continued from page 12*

ees to the second shift, and another 20 to the first shift to increase production.

The Keiser Industries management group considered several off-site options before deciding to expand the Oxford facility. According to CEO Clyde Pingree, "Keiser Industries has been fortunate to attract and retain a superior workforce from Oxford Hills and surrounding areas, and we continue to show our faith in the skills of local workers to support this expansion."

Keiser Industries is a subsidiary of Saunders Brothers of Westbrook, ME, which also owns and operates National Wood Products of Oxford, Saunders Brothers of Locke Mills and Forest Industries of Fryeburg, ME.

### APEX EXPANDS

Both buyers and builders are hungry for the tasty designs served up by Apex Homes (Middleburg, PA). So much so that the company is expanding its kitchen, so to speak.

Apex is adding 16,000 more sq.ft. of finishing area, explains Lynn Kuhns, vice president.

"We started planning this a year ago because we saw such an increase in orders. This is attached to our existing building and it is designed to help improve our quality and efficiency," Kuhns explains. "What we have done is expand our finishing area for plumbing and other final finishes. Now we will be able to perform all our final finishes under roof."

The company is also looking at adding more space to the opposite end of the building. "Again to improve our efficiency," says Kuhns. That construction will begin this fall and will house additional workstations for the factory line.

The company, which employs 245 and ships homes to 19 states, is expanding to handle a dramatic increase in orders from its 175-member builder network. "Last year we had our second best year in our 13-year history. And as things are shaping up this year, we are on track to beat our best year ever, which was \$32 million in sales in 1996."

Kuhns attributes the increase in business to the company's willingness to customize and its ability to use panelized components for roof systems, garages, bump-outs and other features that add curb appeal, Kuhns says.

The total cost of the additions is estimated at \$400,000. Once complete, the company will be hiring additional personnel.

*continued on page 48*



Apex expansion comes on the heels of the company's dramatic increase in sales. Courtesy of Apex Homes.





## ALL AMERICAN ANNOUNCES APPOINTMENTS

All American Homes (Decatur, IN), one of the largest modular manufacturers in the nation, has announced two new appointments. Mike Donley is the company's new marketing manager. Donley is overseeing advertising efforts, builder and customer data gathering and analysis, Web site development and sales brochures for the various divisions of the company. In his spare time, he'll also coordinate participation in national trade shows.



Mike Donley



Ryan Scott

"Mike's expertise in the areas of sales and marketing will definitely serve All American Homes well," says Steve Kerr, president. "Mike's unique skills and abilities will assist us in promoting our wide range of products and our mission—to offer the highest quality systems-built homes on the market today."

All American Homes of Indiana (Decatur) promoted Ryan Scott from assistant general manager to the company's new vice president and general manager of the Decatur facility.

"When Ryan came to us from Schult Homes, we had high expectations because of his solid management background," Kerr says. "He has exceeded those expectations and has become a true asset to our Indiana operation."

## ACTIVE HOMES ON THE ROPES?

Is longtime modular manufacturer Active Homes Group LLC (Marlette, MI) on the ropes? Regrouping between rounds? Or has it been knocked cold and the ref has left the ring?

Some independent builders and contractors using Active as their modular supplier allege that, in the last few months, Active has taken deposits for homes that were never constructed or delivered.

Phone calls to Active Homes offices and the company's attorney Kenneth Dalto & Associates (Farmington Hills, MI) seeking comment were not returned as of press time. Independent builders in Michigan and surrounding states say Dalto & Associates has sent them letters claiming Active is seeking investors to reorganize and that deposits on homes are still being accepted; deposits will be held in escrow.

Dozens of builders are seeking return of deposits for orders that were never fulfilled.

Conard Fulkerson, an independent builder and owner of Lorcon Homes (Ortonville, MI), who has used Active as his modular supplier for more than 10 years, says he had a home buyer who needed a home and needed it fast. He and his customer were told by Active personnel that they could get to the head of the line, so to speak, if they paid for the home in full before taking delivery. This they did at the beginning of May, sending a cashier's check overnight delivery. Fulkerson says two days later Active shut its doors.

"I've contacted the state police. You would think this would be an open and shut case. But with the legal system, you just never know," says Fulkerson, who has switched to All American as his supplier and is doggedly trying to meet the housing needs of his client, who is out more than \$50,000. "Working your way out of this kind of situation is the only thing you can do."

Tom Augugliaro of Mackinac Construction (Cedarville, MI), who also used Active for years, says the conversations he's had with other builders around the state lead him to believe that Active took deposits in excess of a half-million dollars before shutting down. "We are all—or most of us—in a precarious position with regard to Active," Augugliaro concludes.

Active Homes enjoyed a long and lucrative career in the modular industry, first opening its doors in 1961 and operating out of 384,000-sq.ft. factory that was once home to the Packard Motor Company. At its height, the company employed 150 and used three production lines producing modulars for apartments, condos, motels, schools and other light commercial projects, in addition to a full line of single-family homes.

In November 2000 a Detroit developer, Investment Holdings Limited, and its managing member Ara J. Darakjian, purchased Active. ■

## Increase Sales with Proven Techniques

"Selling New Homes—Sales & Marketing Workbook for Million-Dollar Producers" is the definitive workbook for sales success in the systems built industry.

Jerry Rouleau, the industry's pre-eminent sales and marketing professional, guides you through:

- Public Relations • Business Plans • Human Relations • Model Home Set Up • Question Selling • Screening & Qualifying • Lead Follow Up Telephone Techniques • Sales Activities • Finance Qualifying • Objections & Closing • Working Home Shows • Advertising • Conducting Home Buying Seminars

This workbook is ideal for corporate training and use as a handy reference.

Take the first step in becoming a million-dollar producer today! Call and order your Sales and Marketing manual today.

\$60.00 + \$3.85 for shipping and handling. M/C, Visa, A/X accepted.

J. Rouleau & Associates

PO Box B1161 • Hanover, NH 03755

603 643-5033 • fax 603 643-5044

E-mail: jerry.f.rouleau@valley.net



For more info. circle 157 on reader response card



# Exhibit with the Leader

The Log Home Living Home Show has earned the reputation as the industry's premier show through the success of our exhibitors. We bring you a qualified, ready-to-buy audience...readers of *Log Home Living* and *Timber Frame Homes*. If your business is selling timber frame or log homes or items to finish and furnish these homes, this is the place to be!



## Log Home Living Home Show highlights:

- Nearly 70% of all attendees own land and plan to build within two years
- Exclusive "show cards" make lead collection easy and efficient
- Workshops & demonstrations for additional visibility
- Unparalleled media blitz including comprehensive direct mail campaign, billboards, cable or local TV, radio and newspaper coverage, plus advertisements in every issue of *Log Home Living* and *Timber Frame Homes* magazines.



## Log Home Living's Building Seminar highlights:

- Attendees qualify themselves by paying the \$60 registration fee and provide an unmatched face-to-face sales opportunity
- Strategic direct mail campaign to the highest qualified prospect database available, plus monthly advertisements in *Log Home Living*

## 2003 Schedule

### Show Schedule (Three-Day)

Sept. 5-7	Madison, WI <i>Alliant Energy Center</i>
Sept. 26-28	Charlotte, NC <i>Charlotte Merchandise Mart</i>
Oct. 10-12	Columbus, OH <i>Greater Columbus Convention Center</i>
Oct. 31-Nov. 2	Chantilly, VA <i>Dulles Expo &amp; Conference Center</i>
Nov. 14-16	W. Springfield, MA <i>Eastern States Exposition</i>

### Seminar Schedule (One-Day)

Sept. 7	Albuquerque, NM
Sept. 14	Syracuse, NY
Sept. 21	Tulsa, OK
Oct. 5	Boise, ID
Oct. 19	Detroit, MI
Oct. 26	Seattle, WA
Nov. 2	Indianapolis, IN
Nov. 9	Memphis, TN
Nov. 16	Dallas, TX
Dec. 7	Orlando, FL

**Call today — 800.826.3893,**  
**Margie Madsen x282 or Janice Vedeler x273**

Any way you  
calculate it,



You're  
ahead with  
**Strong-Tie!**

**Cardinal Homes  
+ Strong-Tie  
Connectors**

**= Well-Connected  
Structures**

**Strong-Tie Connectors =  
Stronger Structures  
+ Lower Production Costs**

**SIMPSON**

**Strong-Tie**

TM

**800-925-5099**

**www.strongtie.com**

**The World's "No-Equal"**  
Structural Connector Company

870

BUILDERS' SOFTWARE

## New HomeBase+ a Hit

**F**rom the ashes of the Nanticoke meltdown has risen a veritable phoenix of computer software for the modular industry that simplifies and automates information flow from sales inception all the way through to home completion.

Called HomeBase+, the software is the brainchild of Bruce Jenkins, a former software developer for Nanticoke Homes and now president of Base 3 Technologies (Greenwood, DE).

Jenkins, who has more than 17 years experience in the modular housing industry, purchased the code to the software during Nanticoke's bankruptcy proceedings. He then rewrote the program, updating it for today's production needs and creating new, state-of-the-art features for builders in the field. Jenkins recently put the finishing touches on this comprehensive software and is making it available to modular manufacturers and their builder networks.

HomeBase+ supports every professional with a role in the modular home building and manufacturing process, Jenkins says, through a three-tier information pipeline. Information coming from the manufacturer is immediately available to the builder/dealer as well as the sales professional.

"Each aspect of the sales process for a customer's new home is carefully addressed, automated and recorded so the process of building their dream home is a total success," Jenkins says. "From glitzy graphics to complex blueprints, corporate quote requests and builder quote requests, this software totally encapsulates the intricate home-building business and provides the information highway necessary to complete the most complex custom home."

### Automated Sales, Service, Lead Tracking

The HomeBase+ system allows the salesperson to capture new leads, renew old leads, and automatically follow-up with customized letters and other contact methods. The software also schedules meetings and phone calls, captures customized market survey information as specified by the builder

and manufacturer, and tracks sales-referral information.

This software allows builders to produce professional-looking construction estimates in a very short amount of time, Jenkins says. It can also create professional, customized contract documents that incorporate standard options from the builder's or manufacturer's price book. Other features include the ability to:

- Request and incorporate custom quotes
- Convert sales proposals to contracts
- Produce complete sets of paper documents
- Create change orders to revise sales contracts
- Capture all finish specifications
- Show photo-realistic pictures of the selected design along with photos of each room
- Allow the customer to view exterior and interior images reflecting the selections chosen for the new home; these graphics can be as detailed and complex or as simple and minimized as the builder desires
- Create the mechanical, electrical and plumbing specifications for each order
- Keep track of building permits, county permits, etc.
- Build detailed diagrams showing the locations of sewer, electrical meters, water pumps, etc.
- Create basement or crawl-space specifications

### Better Bottom Line

For a manufacturer to develop a system like this on its own would take a several years and an investment of more than a half-million dollars, Jenkins says. That's why companies such as Cardinal Homes (Wylliesburg, WV) and Penn Lyon (Selinsgrove, PA) have opted to use HomeBase+. Base 3 Technologies makes it available to modular manufacturers and their builder networks with pricing based on how many homes a manufacturer produces annually. For details, see [www.base3tech.com](http://www.base3tech.com) and click Products. ■

# Log and Timber Frame Callbook



Old Virginia Hand Hewn  
Log Homes Inc.  
Route 2, Box 455 A  
U.S. Highway 58  
Pennington Gap, VA 24277  
TEL: (276) 546-5647  
FAX: (276) 546-2403  
E-mail: oldva@mounet.com

For more info, circle 160  
on Reader Response Card

Handcrafters hew 6"x12" logs with an ax to carve the log home of your dreams. Three log systems—6"x12" hand hewn or 8"x8" planed D log—all with dovetail notch corners to choose from. In-house design & drafting service. Make reservations to spend a night in a cozy log cabin and visit our plant. Looking for dealers who can install log package or are willing to learn.

Visit us on our web site at [www.oldvaloghomes.com](http://www.oldvaloghomes.com)

**MARKET AREAS:** Northeast, Southeast,  
Great Lakes, Midwest, South Central



Heritage Log Homes Inc.  
P.O. Box 8080  
Sevierville, TN 37864-8080  
TEL: (800) 456-4663  
FAX: (865) 933-8393  
E-mail: [info@heritagelog.com](mailto:info@heritagelog.com)  
Web site:  
[www.heritagelog.com](http://www.heritagelog.com)

For more info, circle 161  
on Reader Response Card

Heritage Log Homes Inc. — A leader in quality, service, and innovation for 30 years. Let's work together to fulfill your dream of owning a log home that has been designed to fit your needs and your desires. Take the first step, and order our beautiful, award-winning, full-color catalog... it features images of our most striking creations to spark your imagination, and many different floor plans giving your dreams shape. Call 1-800-456-4663 today, and start discussing your dream... and let's build your Heritage together.

**MARKET AREAS:** U.S., Overseas



Dealer/Builders  
Wanted  
Many Areas  
Available

**Wilderness<sup>™</sup>  
Log Homes**

Wilderness Log Homes, one of the nations leading log home companies is expanding and has openings for dealer/builders in many sections of the country. Join us in the fastest growing segment of the custom home market.

#### Wilderness Offers:

A wide variety of log profiles and species  
Insulated Log  
Full Log

An in-house design and engineering department  
National Advertising  
On-going training and sales support  
Co-op Advertising  
Award winning literature  
Complete home packages

PHONE: 1-800-707-0449

FAX: 1-920-892-2414

Email: [wlh@wildernessloghomes.com](mailto:wlh@wildernessloghomes.com)

For more info, circle 163 on Reader Response Card

**WWW.WILDERNESSLOGHOMES.COM**



Jim Barna Log Systems  
P.O. Box 4529  
Onelda, TN 37841-4529  
TEL: (800) 962-4734  
FAX: (423) 569-5903  
Web site:  
<http://www.logcabins.com>  
Contact: Scott Stroud

For more info, circle 162  
on Reader Response Card

**Log on to profits** with the industry's premier log home company. We're selling homes faster than we can build them, and we need builders! Gain experience at our 5-day construction school, offered to qualified builders. Once trained, our referral program will put you in touch with homeowners needing construction service immediately. Jim Barna's reputation, quality and support make us the #1 choice of professional builders. Call today for free information.

**MARKET AREAS:** U.S. and International

## Log & Timber Frame *Briefs*

continued from page 10

Baker notes, is by increased focus on direct sales. In the past six months, new to the Riverbend team are Regional Sales Manager Jack McClellenn and Sales Representatives Jeff Baker, Rochester, NY; Gary Hayward, Washington Grove, MD; and Rick Rosenbloom, Atlanta, GA.

Model homes can also have a significant impact on sales. Most of the 15 Riverbend representatives are currently working out of a model or in the process of designing and building one.

Riverbend is also expanding design capacity and capabilities with additional designers, upgrades and advanced training in CAD/CAM design software as well as advanced software programs to integrate with the automated production equipment.

For details, visit [www.riverbendtf.com](http://www.riverbendtf.com). ■

# Panelized Home Callbook

## The complete building system that works for you.

### We have the best component framing system:

- Recognized quality
- On-time completion
- Most complete building system
- Field construction labor included
- Complete custom flexibility
- Engineering excellence

### But, our main focus is to assist you:

- Build more homes with the same overhead
- Provide exterior & interior material with one invoice
- Simplify your construction scheduling
- Guarantee your pricing and material quantities
- Reduce your risk and improve cash flow
- Provide you with a business management system
- Assist you with marketing



After 2 days



After one week of construction



After 58 days



### Make the Wausau/Sterling Advantage your business advantage!



**WAUSAU HOMES, INC.**  
**STERLING BUILDING SYSTEMS**  
 P.O. Box 8005  
 Wausau, WI 54402-8005  
 Toll-Free: 800-735-1812  
 www.wausauhomes.com  
 info@wausauhomes.com

For more info, circle 164 on Reader Response Card



## Forest Homes

The Panelized Construction Systems Experts

A Division of Lancaster Redevelopment Corporation

Rte. 522 RD #1 Box 131K  
 Selingsgrove, PA 17870-9782  
 Phone: (570) 374-0131  
 Fax: (570) 374-6093

E-mail:  
 Info@foresthomes.com  
 www.foresthomes.com

## Labor Shortage?

We have the solution.



Put the labor shortage behind you.  
 Contact us today.

For more info, circle 165 on Reader Response Card

## QUALITY PANELIZED CONSTRUCTION Harvest Homes Inc.



**Harvest Homes Inc.**  
 185 Railroad Ave.  
 Delanson, NY  
 TEL: (518) 895-2341  
 FAX: (518) 895-2287  
 www.harvesthomesinc.com

Dealer Inquires welcome  
 Market Area: Northeast



- Single-family, multi-family and commercial
- Advanced panelization techniques, panelization of floors and wall panels with windows and doors installed prior to delivery
- 2,000-3,000-sq.ft. home set in one day with our crane trucks
- Comprehensive sales, marketing and co-op program for dealers
- Guaranteed prices and quantities
- 50 proven home models with the ability to customize any plans, your or ours

For more info, circle 166 on Reader Response Card

## Panel Briefs

continued from page 14

the U.S. Department of Agriculture's Forest Service, referring to the commodity-sheathing market OSB has captured. "OSB will be going after much tougher areas to capture in the industrial market."

Schuler points out that unlike the residential market in which panels are graded according to industry-recognized performance standards, the industrial market has no such grading system. "Each company ordering industrial panels will seek specific performance requirements of its own that will be more difficult to satisfy than industry-recognized certified standards."

However, Schuler points out that the quality of OSB panels will continue to improve since mills are using continuous press technology, resulting "in a more consistent panel with a higher density profile needed for industrial applications." ■

## Increase your sales opportunities... join our growing team of Builders / Dealers

Northern is one of East's fastest growing residential and commercial designers and manufacturers of open wall panelized structures. We provide builders and individuals with complete building systems and materials packages.

- We offer you:
- Custom design services
  - Cost savings and control
  - Technical and construction support
  - Single source for premium building materials
  - Guaranteed estimating and material quantities



www.northerndesign.com  
 Tel: (800) 576-0557 • (518) 747-2200  
 Email: northern@netheaven.com  
 P.O. Box 47  
 Hudson Falls, NY 12839  
 Fax: (518) 747-8032  
 Contact: Kent McNairy

Market Areas: Northeast,  
 Mid-Atlantic, and International  
 For more info, circle 167  
 on Reader Response Card



continued from page 16

position. Two new board seats were created this year for the design professional and builder segments of the industry. By majority vote, Don Ferrier of Ferrier Builders, was chosen to fill the builder seat, and Paul Foresman, Design Basics, was elected to represent design professionals.

Due to vacancies on the board, three new members were also elected at the Annual Meeting: Bill Moffatt of Olympic Manufacturing Group, Mike Stanton of Ashland Specialty Chemical and Chris Kreple of W.H. Porter.

Re-elected to their respective board positions were Frank Baker of Insulspan, Emil Taraba of Thermapan, Inc., Ron Reindl of PFS Corporation, Tom Williamson of APA-The Engineered Wood Association, and Jim LeRoy of PanelPros.

## TEAM INDUSTRIES ACQUIRES INSULATED BUILDING SYSTEMS

Team Industries (Grand Rapids, MI) has expanded its business through acquisition, purchasing the assets of Insulated Building Systems (Winchester, VA). Terms of the sale were not disclosed.

Both Team Industries and Insulated Building Systems (IBS) are AFM Corporation Primary Manufacturing and Marketing licensed facilities, which produce the R-Control Building System. Team Industries produces, for instance, EPS and SIPs that are used increasingly in the construction industry.

The location of IBS and the combination of operation resources, machinery and marketing focus allow Team Industries and IBS to coordinate efforts on the eastern half of the United States with its product branding, says Tim Feagan, president of Team Industries.

"IBS has proven itself to be an established leader in geographic areas not currently served by Team Industries and where demand for structural insulated panels and EPS products continues to increase," Feagan says. "This acquisition reaffirms our commitment to investing in growth companies such as IBS that are beneficiaries of conversion from traditional EPS markets to higher-quality, innovative products that use EPS."

Team Industries is ISO 9001 certified and a shareholder of AFM Corporation. ■

## CONVENTIONS & SEMINARS

July 16-20	American Institute of Building Design, Seattle, WA 800-366-2423
Aug. 10-12	National Hardware Show, Chicago, IL 888-425-9377
Sept. 5-7	Log Home Living Home Show, Madison, WI 800-826-3893, ext. 282
Sept. 18-20	Concrete Contractors Conference, Dallas, TX 314-968-8130
Sept. 26-28	Log Home Living Home Show, Charlotte, NC 800-826-3893, ext. 282
Oct. 1	Polyurethanes Expo, Orlando, FL 718-416-0600
Oct. 10-12	Log Home Living Home Show, Columbus, OH 800-826-3893, ext. 282
Oct. 31-Nov. 2	Log Home Living Home Show, Chantilly, VA 800-826-3893, ext. 282
Nov. 2-5	BSC Showcase, Hot Springs, VA Nov. 2-5 800) 368-5242 x8338
Nov. 14-16	Log Home Living Home Show, W. Springfield, MA 800-826-3893, ext. 282



**ENERCEPT SIPs**

Enercept, Inc.  
Tel: (800) 658-3303  
Fax (605) 882-2753  
enercept@enercept.com

- The Most Builder Friendly System
- Fully Customized with Construction Drawings!
- Basement, Wall, Roof, and Foundation Panels!
- Structural or Non Structural Roof!
- Plates, Headers, Beams, Rough Openings Included!
- FREE ESTIMATES

**1-800-658-3303**

www.enercept.com

MARKET AREAS: Nationwide and International

For more info, circle 168 on Reader Response Card



STRUCTURAL  
INSULATED  
PANELS

**FISCHERSIPS**

A Division of the Fischer Group

Stronger. Faster.  
Superior Comfort  
50% Energy Savings

SIP energy, Don't guzzle it!



1843 Northwestern Pkwy.  
Louisville, KY 40203

**(800) 792-SIPS**

Fax: (502) 778-0508



www.fischersips.com

For more info, circle 169 on Reader Response Card



# SIPs Home Callbook

## SOME OF THE LARGEST BUILDERS ARE USING STRUCTURAL INSULATED PANELS

*Shouldn't you be asking why?*

Insulspan Structural Insulated Panels (SIPs) provide real solutions. Your engineered panels are delivered on site. Your walls are up faster with precision openings, and a higher R-value built-in.

That's TIME saving.

That's MONEY saving.

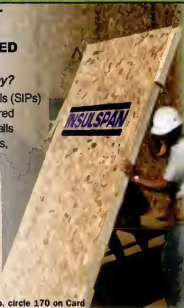
1.800.PANEL.10

P.O. Box 38 • Blissfield, MI 49228

**INSULSPAN**

STRUCTURAL INSULATED PANEL SYSTEM

[www.insulspan.com](http://www.insulspan.com) For more info, circle 170 on Card



## Join SIPA today and get a wealth of member benefits

First you get a FREE copy of *Building with Structural Insulated Panels (SIPs)*, a \$34.95 value. Add to that a listing on [www.sips.org](http://www.sips.org), SIPA's Web site and a link to your site. Plus you get a FREE *Building with SIPs* video, a \$15 value, and much more, all for just \$99. Contact SIPA at 253-858-7472 or check out our Web site at [www.sips.org](http://www.sips.org)



Structural Insulated Panel Association

For more info, circle 171 on Reader Response Card

## THINK FAST! PREMIER BUILDING SYSTEMS

Premier Building Systems manufactures structural insulated panels (SIPs) and engineered wood products whose twin attributes of strength and insulation have consistently saved the most valuable asset a contractor



owns—his time. Panels go up faster than stick, practically eliminating callbacks and provide your customer with the most comfortable home or office imaginable. Our professional team handles custom manufacturing, CAD layout and structural engineering. Call us and schedule a tour. We can help you discover a better way to build.

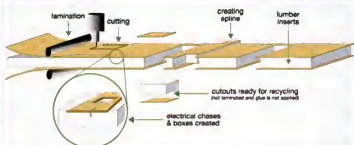
FOR MORE INFORMATION CONTACT US AT THE FOLLOWING LOCATIONS

NORTHERN U.S. & EXPORT: 800-275-7086

SOUTHERN U.S.: 800-240-6691

[www.pbspanel.com](http://www.pbspanel.com)

For more info, circle 172 on Reader Response Card



## SIP's 1/2 Price

(\$1.20/sq ft - 4 1/2 inch panel)

**SIP's TECHNOLOGIES'**  
division of OpenCorporation

1.403.277.4000

- STANDARD PRODUCTION LINE \$30,000 - up to 4,000 sq/ft of wall/skirt
- SEMI-AUTOMATED LINE \$60,000 - up to 15,000 sq ft of wall/skirt
- COMPUTERIZED LINE \$270,000 - will laminate, cut, void foam, create electrical chases & boxes with two man crew. Recycles cut-outs with up to 50% efficiency. Equipment comes with license & know how. Produces 8' x 24' panels up to 12 1/4"

For more info, circle 173 on Reader Response Card

[veryinterested@sipstechnologies.com](mailto:veryinterested@sipstechnologies.com) • [www.sipstechnologies.com](http://www.sipstechnologies.com)

## THERMAL EPS FOAMS, INC.

Manufacturers of Expanded Polystyrene  
2101 Kenmore Avenue Buffalo, NY 14207

- Structural Insulated Panels (SIP's)
- Insulated Concrete Forms (ICF's)
- Stress Skin & Specialty Laminated Panels for Log and Timberframe Homes
- Insulated Headers & Wood I Beams
- Sealants, Adhesives, Fasteners, Tools & Accessories
- Design Professionals on staff to offer assistance
- All Products Feature: Third party  Certified EPS Foam

For more info, circle 174

Members of



Structural Insulated Panel Association

CALL 716-874-6474

FAX 716-874-8180

Visit our website at  
[www.thermalfoams.com](http://www.thermalfoams.com)



# MARKETPLACE

## 50,000 Tortured in 2002.

To make certain this stamp signifies the manufacturer's highest standards for quality, performance and reliability, over 50,000 engineered wood product samples are sent every year to APA - The Engineered Wood Association for tearing, soaking, crushing, cracking, bending, breaking and burning.

Your panelized walls, modular components and factory controlled SIPs must have that kind of toughness.

For more info, circle 175 on Reader Response Card



APA - The Engineered Wood Association • PO Box 11700 • Tacoma, WA 98411  
(253) 565-6600 • FAX: (253) 565-7265 • www.apawood.org

## AREA SALES MANAGER WANTED *Finder's Fee Paid.*

**Lindal Cedar Homes**, a 58-year-old manufacturer of exquisite custom cedar homes, will pay a finders fee of \$250 for the referral of an experienced area manager who joins our team.

This one-of-a-kind opportunity offers the chance for:

- Long term business growth.
- Your own business from the ground up.
- Full support of an international leader in home building industry.

Company offers substantial lead support, a manageable territory with super growth potential, and a sales and marketing support team that is backed by years of proven results.

Area Manager will be responsible for developing all aspects of the territory including finding new dealers, assisting existing dealers, and making retail sales to potential homebuyers.

High income potential with generous commissions and incentives based on growth of existing dealers' sales and addition of new dealerships.

This is an opportunity to work with a proven partner that will support you as you grow your area. Minimum five years successful selling experience in related industry with a proven track record. Experience in dealing with dealers or franchisees a plus.

For more details please send your resume or letter of interest to.

**Lindal**  
CEDAR HOMES

**LINDAL CEDAR HOMES**  
Attn. Lou Carlascio VP Sales  
PO. Box 24426  
Seattle, WA 98124  
Louc@lindal.com

*Local interviews will take place shortly.*

## "You've never dealt with a company like Bonded Builders"

Only Bonded Builders Warranty offers an insured warranty program created FOR the systems built industry BY the systems built industry. Our records prove that our unique "CONCILIATION" dispute resolution process resolves disputes quickly... keeping customers happy and saving your profit! Our "TOTAL PROGRAM" approach creates a flexible, customized warranty program to suit your unique business needs. The result - all the pieces fit together for a program that far exceeds the benefits offered by traditional warranty companies!

To learn more, visit our website at [www.bonded-builders.com](http://www.bonded-builders.com) or contact Kimberly Frieden at 800-749-0381 ext. 824. Information available on CD!

For more info, circle 176 on Reader Response Card



## Wastewater Treatment Systems

Since 1965, Cromaglass has provided top-rated wastewater treatment systems. Find out for yourself. Call Cromaglass today.

**(570) 326-3396**  
Fax: (570) 326-6426  
For more info, circle 177 on Card

**nature undisturbed**

Cromaglass Corporation • P.O. Box 3215  
2902 N. Reach Rd., Williamsport, PA 17701

**HUNDEGGER PBA**  
THE MACHINE FOR PROCESSING SIPs

**THE BUILDING SYSTEMS SOLUTION FOR GROWTH.**

HUNDEGGER USA ~ 435.654.3028 ~ [HUNDEGGERUSA.COM](http://HUNDEGGERUSA.COM)

For more info, circle 178 on Reader Response Card



## RUBBER STUCCO

### STUC-O-FLEX



### ELASTOMERIC ACRYLIC FINISH

- Looks and Feels like Traditional Stucco
- Unlimited Color and Texture Opportunities
- Easy to Install with Current Labor Skills
- Completely ASTM Tested

### SUBSTRATES

Cement Stucco  
EIFS -ICF-SIP's  
Brick - Block - Concrete  
Sheathing Materials



**If You Can Paint it - You Can Stuc-O-Flex it!**

Stuc-O-Flex International, Inc. 1-800-305-1045

[www.stucoflex.com](http://www.stucoflex.com)

\* Dealer Inquiries Welcome \*

For more info, circle 179 on Reader Response Card

Classic Styling • Sharp Detail • No Maintenance!  
**LIFETIME GUARANTEE!**

## Vinyl Post & Railing Systems

**Superior Systems**™



Superior Plastic  
Products  
A Division of  
Quality Forming & Supply, LLC  
**(866) 772-9524**

For more info, circle 180 on Reader Response Card

Does your company have an **INFORMATION PIPELINE**  
big enough to carry your home buyers **DREAM** all the way to the  
**PRODUCTION FLOOR?**

# HOMEBase+

See what you think!™

Every Builder has a Dream....

Every Builder makes a Promise....

But, it's what a Builder does for their Customers that sets them apart....

For more info, circle 181 on Reader Response Card

**Base3**  
Technologies, Inc.

866.444.4313



## Building Success Requires The Right Foundation

Your lending relationship is essential to your success. The Waterfield System Built Homes Division specializes in the support of your industry by providing streamlined lending assistance that's designed to make your business grow. We understand your financial environment and we provide solutions.

**We Understand Your Business!**

Waterfield will provide the financial foundation for your success. We're a nationwide full-service lender specializing in the System Built Homes industry.

**W**  
**WATERFIELD**  
Financial Corporation

**Your Financial Foundation**  
**800-305-1337**

[www.SystemBuilt-Loans.com](http://www.SystemBuilt-Loans.com)  
For more info, circle 182 on Card

**Solutions in Overcoming Financing Obstacles**

**TIP 1** **Make Financing Integral to Your Sales Process** Having financial options available before your customer walks out the door is essential.

**TIP 2** **Use a Lender that Charges Fair, Competitive Prices** Your Lender must provide competitive mortgage rates but also fair and reasonable fees—No surprises for you or your customer at closing.

**TIP 3** **Use an Appraiser Familiar with Your Product** Any bias by the appraiser against factory-built housing can result in a low appraisal and an unapproved loan.

**TIP 4** **Insist on Curbside Funding** Cash flow is critical. You need a single lender that understands your business with curbside lending abilities to keep your business going and cash flowing.

**TIP 5** **Find a One-Stop Mortgage Lender** Insist on a full service lender who can handle all of your financial lending needs for you and your customers.

**TIP 6** **It's Not Your Responsibility to Train Loan Officers** You should never have to educate a lender about the "System Built Industry". You need the support that streamlines your sales process.



### Log Home Products that Preserve & Protect

CHINKING • CAULKING • STAINS & FINISHES  
TRI-ROD BACKER-ROD • PRESERVATIVES

Preserve your dream with the Total Protection System from Weatherall Company. All chinking, caulks, stains and finishes are manufactured from 100% pure waterbourne acrylic resins, making them far superior to other systems.

▲ Free Samples ▲ Fast Delivery

▲ Superior Applicators ▲ Excellent Customer Service

### Weatherall Company Authorized Distributors:

**NEW DISTRIBUTION CENTER**  
**Weatherall Company, Inc.**  
New Castle, CO ... 800-430-7074

**D & J Consulting**  
Fenton, MI; IN ... 800-672-9389

**Emery's Log Home Supply**  
Ludlow, KY ... 877-291-8442  
Louisville, KY, WV, VA,  
NC, SC, TN ... 800-425-3763

**Frontier Log Homes**  
Montrose, CO ... 870-249-7130

**Granite State Log Homes**  
Plymouth, NH ... 800-585-9605

**Holdfast Technologies**  
Medway, OH ... 537-754-0760

**Hallman Lindsey**  
Sun Prairie, WI ... 715-358-6160

**Lumbermen's**  
McCall, ID ... 208-634-2234

**Schroeder Log Home Supply**  
Grand Rapids, MN ... 800-359-6614

**Smalley & Company**  
Anaheim, CA ... 800-585-9123  
Albuquerque, NM ... 800-464-6553  
Denver, CO ... 800-777-6656  
Las Vegas, NV ... 800-562-5042  
Salt Lake City, UT ... 800-543-0467

**Sun-Rise Log Home Restoration**  
Grand Bend, Ontario CAN. ... 877-505-3017

**Sunrise Lumber**  
Jackson, WY ... 307-733-3355

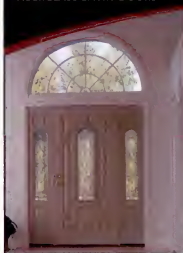
**Weatherall Northwest**  
MT, WA, OR, ID, MO, SO,  
NE, CA, WY ... 800-531 2286

For more info, circle 183 on Reader Response Card

[www.weatherall.com](http://www.weatherall.com)

## CLASSIC-CRAFT®

FIBERGLASS ENTRY DOORS



*The right door makes all the difference.*

- Fiberglass doors with everything you want in premium wood doors, and more
- Natural, red oak grain looks and feels like wood, even up close
- Won't warp, dent, crack or split
- Five times more energy efficient than wood
- Wide-range of styles and glass designs

**THERMA-TRU®**  
DOORS

For more info, circle 184 on Reader Response Card



**Bobbitt's**  
Manufactured Structures Group

1640 Macintosh Way

Hummelstown, PA 17036

TEL: (717) 566-1457

FAX: (717) 566-2114

E-mail: [WBobbitt@aol.com](mailto:WBobbitt@aol.com)

Web site: [www.bobbittgroup.com](http://www.bobbittgroup.com)

Contact: William S. Bobbitt

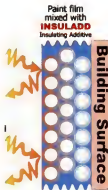
Bobbitt's Manufactured Structures Group is your one-stop consulting shop. Serving all disciplines of the factory building industry. Performance based consulting via 30 years of hands-on experience. New business development a specialty.

- ▲ Business Plans
- ▲ Marketing Plans
- ▲ Feasibility Studies
- ▲ Financial Plans
- ▲ Plant Layouts
- ▲ Sales Training

- ▲ Recruitment Services
- ▲ Distribution Networks
- ▲ Shows and Meetings
- ▲ Tools and Equipment
- ▲ Total Business Review
- ▲ Advertising and Promotion

For more info, circle 185 on Reader Response Card

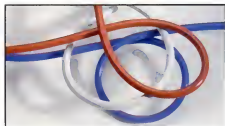
## NEW PRODUCTS



Have a client who is suddenly interested in energy efficiency but didn't want to spring for increased insulation? Turn to Insuladd®, a new additive that makes paint insulate. It is used for both interior and exterior paints and can save

as much as 20% off a structure's heating and cooling bills. Insuladd from **Tech Traders** (Vero Beach, FL) actually turns a painted surface, such as walls and ceilings in a home, into a thermal paint barrier. Made from a blend of hollow ceramic micro fibers, this additive is inert, non-toxic and environmentally friendly. And test data performed by independent labs, testimony from customers, and even military reports verifies that Insuladd does what it promises. A one-gallon can retails for \$12.95 and a five-gallon jug of additive retails for \$59.75.

For more info, circle 188 on Reader Response Card

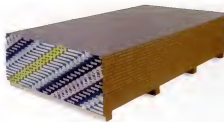


**Novone** (Cleveland, OH) has taken the growing popularity of PEX piping and improved the quality, flexibility and durability of this plastic piping. By using advanced PEX technology and a patented multi-layer construction, pipe made with TempRite PEX offers superior resistance to chlorine and UV degradation. Tests reveal that pipe made with TempRite PEX withstands exposure to UV light and chlorine unlike competitive alternatives due to its multilayered constructions.

For more info, circle 189 on Reader Response Card

In the continuing battle against mold and mildew in housing, **USG Corporation** (Chicago, IL) has given builders another tool to fight it. The company's new Sheetrock Brand Humitek gypsum panels are design

specifically to resist moisture and mold. It is initially available in five-eighth inch thicknesses and in eight, 10, and 12-foot lengths (A half inch panels will be avail-



able shortly). The panels are moisture and mold resistant front to back and are also UL classified for fire resistance, surface burning characteristics and non-combustibility. The company has also created a special section on its web site ([www.usg.com](http://www.usg.com)) devoted specifically to the subject of moisture and mold.

For more info, circle 190 on Reader Response Card

Another powerful **Hilti** Tool in a small package, the new SF 180-A 18 volt cordless cam-action hammer/drill/driver takes cordless technology to a whole new level. With more working torque and contemporary design, the new Hilti SF 180-A allows construction pros to move easily from one



application to another. It provides a half-inch capacity for drilling into steel, a four inch capacity for drilling into wood and a three-eighths inch

drilling range for concrete and masonry. Hilti offers the SF 180-A with two battery options: a two or three-hour charge, with a rapid charger that comes with a three-amp-hour NiMH battery, featuring a refresh button that helps refresh batteries after every 40 charging cycles.

For more info, circle 191 on Reader Response Card

**Quality Tools** has come up with a low-cost drywall hanging tool that keeps your hands free during installation, called Free Hands. Valuable time and effort is wasted trying to maneuver large sheets of dry-wall, but with Free Hands your effort will



yield more control and productivity. Just flip it to install to easily install the next sheet.

You'll also save money by lessening the

amount of damage caused by banging dry-wall corners and edges. Its bright yellow color makes it easy to locate in your toolbox and its compact size fits easily on your toolbelt. \$6 for one.

For more info, circle 192 on Reader Response Card

## ADVERTISING INDEX

Circle	Advertiser	Page
115	2-10 Home Buyers Warranty.....	35
110	Andersen Windows.....	25
111	Andersen Windows.....	27
112	Andersen Windows.....	29
106	BSC Call For Entries.....	15
	Building Systems Magazine.....	17
186	Crest Homes.....	59
100	Genesis Homes.....	2
103	Haven Homes.....	9
117	Home Buyer Publications.....	39
157	J. Rouleau & Associates.....	48
104	Jim Barna Log Systems.....	11
158	LHL Home Show.....	49
109	M&T Mortgage Corp.....	24
116	Modular Building Systems Assoc.....	37
113	Mod-U-Kraf.....	30-31
114	Nationwide Custom Homes.....	33
101	Pinnacle Building Systems.....	5
105	Ritz-Craft Corp.....	13
108	Shaw Industries.....	22-23
102	Signature Building Systems.....	7
159	Simpson Strong-Tie.....	50
107	TempRite PEX.....	18-19
187	Therma-Tru Corp.....	60

## CALLBOOK INDEX

### Log & Timber Frame Callbook

Heritage Log Homes.....	51
Jim Barna Log Systems.....	51
Old Virginia Hand Hewn Log Homes.....	51
Wilderness Log Homes.....	51

### Panelized Home Callbook

Forest Homes.....	52
Harvest Homes.....	52
Northern Design & Building.....	52
Wausau Homes.....	52

### SIPs/Component Callbook

Encept Building Systems.....	53
Fischer Corp.....	53
Insulspan.....	54
Premier Building Systems.....	54
SIPA.....	54
SIPs Technologies.....	54
Thermal Foams.....	54

# Building it Better



## With Crest Homes

Crest Homes offers a complete line of modular homes, from luxurious custom two stories and starter ranches, to town houses and multi-family units. Crest provides a full range of services from design to marketing to site installation.

Your customer will be pleased with the quick building time, attractive interiors, and wide selection of floor plans. All Crest Homes are built with quality brand name products recognized as the best in the marketplace.

Crest increases your profit potential with faster construction, controlled cost, volume purchasing, innovative technology and reliable delivery dates.

Your reputation is rock solid with the support of Crest Homes.

### Build it Better with Crest Homes.

To get started, call us in the Midwest at **1-800-488-9185**, in the Northeast and Mid-Atlantic at **1-800-927-4567** or in the NC area at **1-336-315-3257**.



Corporate Offices  
437 N. Main St.  
Middlebury, IN  
46540-1218  
[www.cresthomes.com](http://www.cresthomes.com)



THE PERFECT ALTERNATIVE TO STEEL DOORS

# Show them the door!

**Therma-Tru Fiberglass  
Door Systems available  
through these Andersen  
Logistics locations:**

Andersen Logistics  
Birch Run, MI  
1-800-825-0405

Andersen Logistics  
Carlisle, PA  
1-800-347-2326

Andersen Logistics  
Cincinnati, OH  
1-800-877-4671

Andersen Logistics  
Denver, CO  
1-800-347-6259

Andersen Logistics  
Earth City, MO  
1-800-877-1756

Andersen Logistics  
Indianapolis, IN  
1-800-877-3381

Andersen Logistics  
Shawnee, KS  
1-800-727-6489

[www.thermatru.com](http://www.thermatru.com)

**THERMA-TRU**  
DOORS

*The Most Preferred Brand in the Business™*



Our Smooth-Star fiberglass door is the perfect alternative to steel doors. You'll discover exceptional energy savings and rugged durability. A full system of trouble free parts and features with true benefits. Comforting security with the NEW, optional Multi-Point Lock System. Impeccable details such as the deeply embossed raised panel and stile and rail delineations. A 20-year limited system warranty. And distinctive glass options that bring even more character to the entrance of your homes. So if you're still using steel doors, first ask why, then ask for Smooth-Star Fiberglass Entry Systems.



Bill James, Vice President of Sales at Modular Structures, Inc., states, "the Therma-Tru brand is certainly recognized in the industry. The quality of the product has been excellent along with the service. The value added service (prefinishing) that Housing Products Inc. has provided to them has helped sell more upgraded door systems. "Along with customized sell sheets, provided by Andersen Logistics, Bill feels their decision to move to Smooth-Star has been a positive one for MSI.

For more info, circle 187 on reader response card